

# Associate Director, Strategic Recruitment Marketing

Job ID

REQ-10025396

Nov 25, 2024

India

## About the Role

Key responsibilities:

- Develop and implement comprehensive recruitment marketing strategies to enhance the company's employer brand and attract talent to Research & Development functions and beyond.
- Develop and implement comprehensive recruitment strategies showcasing our commitment to diversity, equity, and inclusion at a global level.
- Collaborate with internal stakeholders to understand hiring needs, organizational goals and align recruitment marketing efforts accordingly.
- Utilize data, analytics, external market insights and industry trends to assess the effectiveness of recruitment marketing initiatives and continuously optimize strategies for improved outcomes.
- Lead the creation of compelling and tailored content for identified target audiences across various channels, including social media, career sites, email marketing, and marketing collateral, to showcase the company's unique culture and opportunities.
- Collaborate closely with our content and channel team on our channel strategy ensuring the designed strategy is implemented effectively and consistently.
- Provide oversight into content that is created by the wider team ensuring that it is in line and consistent with our refreshed EVP and employer brand.
- Stay informed of innovative recruitment technologies and tools that will enhance marketing efficiency and effectiveness.

Essential Requirement:

- 12 + years of experience in Recruitment Marketing or related functions. Proven and extensive experience in creating effective recruitment marketing strategies to attract talent.
- Proven experience of creating and executing social media campaigns, including experience in generating effective talent audiences and targeted messaging.
- Extensive experience in multi-faceted content creation including messaging and visuals.
- Experience in running a social media channel for a large multinational organization.
- Experience in creating effective sign-up and landing pages in a CRM system.
- Deep understanding of what an EVP and employer branding is, with the ability to demonstrate how this is best leveraged to attract talent.
- Demonstrated ability to collaborate effectively with cross-functional complex teams and senior stakeholders.

Desirable Requirements:

- Certification in Employer Branding or Recruitment Marketing.

Commitment to Diversity and Inclusion: Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

## Role Requirements

**Why Novartis:** Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

**Benefits and Rewards:** Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

Division

People & Organization

Business Unit

CTS

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Human Resources

Job Type

Full time

Employment Type

Regular

Shift Work

No

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