

Content Strategist

Job ID
REQ-10067373

11月 27, 2025

Mexico

摘要

The Content Strategist plays a central role in helping the US Integrated Marketing Studio Operations team deliver outstanding content solutions and pharma marketing initiatives by understanding the strategic needs of customers, developing effective content strategies, and enabling engaging copy for omnichannel campaigns.

This role requires experience and expertise married to a hands-on, deliverable-driven work ethic. The Content Strategist plays a central role in helping the US Integrated Marketing Studio Operations team deliver outstanding content solutions and pharma marketing initiatives by understanding the strategic needs of customers, developing effective content strategies, and enabling engaging copy for omnichannel campaigns.

This role requires experience and expertise married to a hands-on, deliverable-driven work ethic.

About the Role

#LI-Hybrid

Location: Mexico City

Relocation Support: This role is based in Mexico City. Novartis is unable to offer relocation support: please only apply if accessible.

Ready to shape how life-changing science reaches people? As a Content Strategist at Novartis, you'll turn market insights, brand strategy, and audience research into clear content roadmaps that power omnichannel campaigns. You will lead discovery workshops, map and model content ecosystems, and translate complex scientific results into human, compelling stories that help patients, caregivers, and health care professionals understand our innovations. Partnering across therapy areas and with internal and external teams, you will define frameworks and governance that elevate quality, speed, and consistency—so the right message lands in the right place at the right time. If you thrive on combining big picture thinking with meticulous execution, this role lets you set the bar for content excellence and make a tangible impact on how Novartis engages the world.

Key Responsibilities

- Integrate market data and brand strategy into actionable content plans
- Conduct content audits and gap analyses to guide recommendations
- Lead discovery sessions and workshops with internal and external teams
- Develop frameworks and governance for timely, high-quality content delivery
- Support the evolution of content strategy as a core service
- Translate scientific data into engaging, audience-focused stories
- Collaborate across therapy areas to ensure content aligns with commercial goals

Essential Requirements

- Bachelor's degree in English, marketing, communication, journalism, life sciences, or related field
- Minimum 5 years' experience as a content strategist
- At least 3 years' copywriting experience, preferably in medical or scientific content
- Fluent English, both written and spoken
- Strong organizational skills and ability to prioritize in fast-paced environments

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>

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>

部门
US

Business Unit
Marketing

地点
Mexico

站点
INSURGENTES

Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmac é utica S.A. de C.V.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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Ajustes de accesibilidad

Novartis tiene el compromiso de trabajar y proporcionar adaptaciones razonables para personas con discapacidad. Si, debido a una condición médica o discapacidad, necesita una adaptación razonable para cualquier parte del proceso de contratación, o para desempeñar las funciones esenciales de un puesto, envíe un correo electrónico a tas.mexico@novartis.com y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.



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