

Marketing Platforms & Digital Innovation Manager

Job ID
REQ-10077342
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Испания

Сводка

The Marketing Platforms & Digital Innovation Manager translates International digital innovation and platform strategy into localized, fit-for-purpose marketing technology solutions that enable high-quality execution and decision-making across Commercial, Value & Access, and Medical Affairs. The role leads the deployment, optimization, and adoption of core marketing and customer-facing platforms, ensuring they are reliable, compliant, and effectively used in line with International guidance.

This role is based in Barcelona or Madrid, in Spain. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

#LI-Hybrid

About the Role

Key responsibilities

- Execute and localize the country marketingplatforms roadmap, ensuring alignment with International digital, data, and platform strategies.
- Own day-to-day operational readiness, stability, and performance of core marketing and customer-facing platforms in partnership with DDIT and external vendors.
- Coordinate platform configuration, enhancements, and integrations to support Commercial, Value & Access, and Medical Affairs priorities.
- Enable Medical Affairs and Value & Access technology execution by ensuring compliant CRM configuration, content enablement, and data capture processes.
- Support International Medical Excellence and ICE execution by ensuring platforms, roles, permissions, and integrations are ready and adopted on time.
- Identify and prioritize digital innovation opportunities that improve reach, relevance, efficiency, and user experience across platforms.
- Translate business needs into clear platform and innovation requirements feeding the DAP andMarTech roadmaps.
- Design and execute change management and adoption plans for new platforms, upgrades, and feature releases.
- Monitor adoption, utilization, and platform performance metrics, sharing insights to drive continuous improvement.
- Act as a cross-functional partner and subject matter expert for marketing technology, innovation, and digital execution.

Essential Requirements

- University degree in business, life sciences, analytics, computer science, engineering, or related technical field;Master's degree preferred; fluent English and Spanish languages required.
- 5+ years of experience in marketing technology, data, digital platforms, or business analysis roles within complex organizations.
- Strong expertise in core MarTech and CRM platforms, marketing automation, content enablement tools, and digital ecosystems.
- Experience acting as a Product Owner or leading requirements gathering for platform and technology initiatives.
- Solid understanding of data governance, data privacy, and regulatory requirements in healthcare environments.
- Proven experience driving platform adoption, change management, andways-of-working transformations.
- Strong stakeholder management skills withability to work across Commercial, V&A, Medical, IT, and external vendors.
- Strategic, digitally savvy problem solver demonstrating Novartis leadership behaviors and ethical mindset.

Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverseteams representative of the patients and communities we serve.

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: Learn about all the ways we'll help you thrive personally and professionally.
[Read our handbook \(PDF 30 MB\)](#)

Дивизион
International
Business Unit
General Management
Место
Испания

Сайт
Barcelona Gran Vía
Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.
Alternative Location 1
Madrid Delegación, Испания
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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