

Content Activation & Omnichannel Orchestration Manager

Job ID
REQ-10077356
май 05, 2026
Румыния

Сводка

#LI-Hybrid
Location: Bucharest, Romania

The Content Activation and Omnichannel Orchestration Lead serves as the domain lead within the Customer Excellence pillar, ensuring that approved content is activation-ready and orchestrated consistently across field and digital channels. The role defines and owns local standards, processes, and ways of working for content activation, tagging, and omnichannel orchestration, enabling Commercial, Value & Access, and Communications & Patient Advocacy teams to deliver coherent customer journeys and measurable business impact

About the Role

Key responsibilities

- Define, maintain, and govern end-to-end standards and processes for content readiness and activation across promotional and non-promotional content, from global receipt to local activation-ready status.
- Ensure content developed by Therapeutic Areas, Value & Access, and Communications & Patient Advocacy is compliant, high quality, and prepared for activation on field and digital platforms such as CRM, iCVA, and marketing automation tools.
- Clarify and orchestrate responsibilities between Execution Excellence Customer Excellence, brand teams, and functional owners to enable activation standards while content ownership remains with the functions.
- Design and operationalize insights-driven omnichannel orchestration by translating validated customer journeys into executable channel mix, sequencing, and cadence guidance.
- Lead implementation of omnichannel journeys in relevant technology platforms, including CRM and Salesforce Marketing Cloud, ensuring alignment with International ICE and Omnichannel standards.
- Provide guidance, enablement, and upskilling to Commercial and Value & Access teams on omnichannel execution, platform usage, and content activation standards.
- Oversee governance and standards for content tagging, FUSE uploads, and MLR-related processes, ensuring consistent execution while day-to-day activation is performed by content owners.
- Partner with Data, Analytics & Platforms and technology owners to ensure reliable content and journey data for reporting, dashboards, and performance insights.
- Monitor channel performance, content utilization, and journey adherence, translating insights into continuous improvement of ICE-aligned execution standards.
- Lead intake, prioritization, and capacity management for international-to-local content and omnichannel requests, applying clear frameworks to manage trade-offs across functions.

Requirements

- Bachelor's degree in business, life sciences, marketing, or a related field with 5+ years of relevant experience in commercial excellence, omnichannel marketing, or marketing operations in a regulated environment; advanced degree preferred; fluency in English and local language required (Romanian).
- Proven experience in omnichannel orchestration and channel integration, including hands-on exposure to CRM, marketing automation platforms, and digital/field content tools.
- Strong understanding of execution standards, process design, and operational excellence for customer-facing activities.
- Experience working with execution, engagement, and performance metrics to identify gaps and drive continuous improvement.
- Good knowledge of compliance and governance requirements for promotional and non-promotional content, including MLR processes.
- Ability to translate complex frameworks into clear, practical guidance and playbooks for local teams.
- Strong collaboration and stakeholder management skills across Commercial, Value & Access, Medical Affairs, and enabling functions.
- Execution excellence mindset with a structured, proactive approach to simplifying ways of working and increasing consistency.
- Resilient, adaptable, and comfortable operating in a changing, ambiguous environment with a strong ethical and values-driven mindset.

Commitment to Diversity & Inclusion:

We are committed to building an outstanding, inclusive work environment and diverse teams 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?
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RO07 (FCRS = RO007) NOVARTIS PHARMA SERVICES ROMANIA S.R.L
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Employment Type
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Shift Work
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