

# Omnichannel Engagement Manager

Job ID  
REQ-10077947  
май 14, 2026  
Египет

## Сводка

Omnichannel Engagement Manager

Location: Cairo, Egypt

#Hybrid

### About the Role:

Join us in shaping the future of customer engagement within different specialties across Egypt. The OCE manager key accountability is to manage Novartis relation with mass number of HCPs from targeted specialty to deliver valuable knowledge and promote our brands through digital engagement model (digital tools only). They must have a deep understanding in the respective disease strategy. Maintain and enhance knowledge of disease areas, products, product strategy, positioning, key messages, programs, company developments, customers, and competitors.

### About the Role

#### Major accountabilities:

- Identify market insights and opportunities through customer interactions, while scouting centers, key opinion leaders (KOLs), and opinion leaders (OLs) by disease within the assigned territory.
- Execute marketing activities at both central and regional levels, collaborating with Marketing and Medical teams to maximize impact and address specific needs for each patient segment.
- Monitor product performance and external environment using appropriate tools, taking corrective actions when necessary to achieve business objectives and ensure alignment with market dynamics.
- Monitor and control brand budgets, forecasts and expenses and assess the marketing mix of the product to evaluate cost effectiveness and results.
- Strong ability to design and orchestrate a full omnichannel engagement experience.
  
- Deliver exceptional customer experience through orchestrating the Omni-channels 'customer engagements and delivering personalized content (Right message/content, Right channel, Right time) to address the customer needs within the specific customer journey.
- Experimenter for different engagement models, sharing feedback and insights and suggestions for improvement.
- Continuously assessing Customer Experience (CX) and promptly attending to Customer feedback and suggestions.
- In depth understanding of patient journey pains and gains.

#### Minimum Requirements:

- Bachelor's degree in any discipline.
- Minimum 3 years of experience in digital marketing or Customer Digital Engagement in pharmaceutical industry
- Digital Savvy and demonstrated ability to use digital tools
- Strong communication skills with ability to collaborate cross functionally
- Fluency in English and Arabic Languages

#### 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.

*Novartis is a proud member of the [ILO Global Business and Disability Network](#) and the [Valuable 500](#), promoting the inclusion of people with disabilities in workplaces around the world. We also collaborate with international partners, such as [Disability:IN](#), [Purple Space](#), and [Business Disability Forum](#) to identify and develop best practice solutions to enable people with disabilities to participate as equal members of our organization.*

[t.c.](#)

**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  
Strategic Planning & BD&L  
Место  
Египет  
Сайт  
New Cairo  
Company / Legal Entity

EG02 (FCRS = EG002) Novartis Pharma S.A.E  
Functional Area  
Маркетинг  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No

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