

Marketing Platforms & Digital Innovation Lead

Job ID
REQ-10079322
Июн. 24, 2026
Великобритания

Сводка

The Marketing Platforms & Digital Innovation Lead is responsible for translating global digital strategy into localized, fit-for-purpose marketing technology and digital solutions. The role ensures effective deployment, optimization, and innovation of marketing and customer-facing platforms to support Commercial, Value & Access, and Medical Affairs teams. It plays a critical role in strengthening digital execution, enabling data-driven decision-making, and enhancing customer engagement across the organization.

About the Role

Key Responsibilities

- Lead the deployment, optimization, and governance of marketing platforms (e.g., SFMC, CRM, NovartisPro, Event platforms).
- Execute and localize the marketing technology roadmap aligned with international strategy.
- Ensure platform availability, performance, and issue resolution in collaboration with IT and external vendors.
- Manage vendor relationships and service levels to ensure high-quality delivery and business continuity.
- Support Value & Access and Medical Affairs through tailored CRM and platform enablement.
- Identify and prioritize digital innovation opportunities, including AI-driven and personalization capabilities.
- Translate business requirements into scalable platform features and enhancements.
- Drive adoption through change management, training, and continuous improvement initiatives.
- Provide insights on platform usage, adoption, and performance to senior stakeholders.

Essential Requirements

- University degree in Business, Life Sciences, Computer Science, Engineering, or related field; advanced degree preferred.
- 5+ years of experience in digital, data, or marketing technology roles.
- Strong experience with MarTech platforms such as CRM, Salesforce, Marketing Automation, and web technologies.
- Proven ability to manage digital platforms and drive digital transformation initiatives.
- Understanding of regulatory and compliance requirements in healthcare/pharma.
- Experience with data management and integration across digital ecosystems.
- Strong stakeholder management and cross-functional collaboration skills.
- Ability to translate business needs into technical requirements.
- Strong digital innovation mindset with focus on improving business outcomes and customer experience.

Why Novartis?

At Novartis, we reimagine medicine to improve and extend people's lives. We provide an innovative, collaborative environment where you can drive digital transformation and make a meaningful impact in healthcare. Join us to help shape the future of digital engagement and platform innovation.

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 \(PDF 30 MB\)](#)

Primary location salary range

£66,570.00 - £123,630.00

Дивизион

International

Business Unit

General Management

Место

Великобритания

Сайт

London (The Westworks)

Company / Legal Entity

GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular
Shift Work
No

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