

Director Omnichannel Platform

Job ID
REQ-10080188
Июн. 15, 2026
Испания

Сводка

Our ambition at Novartis is to be a recognized leader in Data, Analytics, AI & Platforms (DAP). The DAP group seeks a highly motivated leader for the Omnichannel Platforms (including events management, webinar, social media listening & publishing among others). This role is aimed to enable & manage digital marketing platforms solutions for international, region and countries (IRC) to support and drive the commercial, medical and value & access activities. You will provide 'Thought Leadership' abilities and expertise in shaping omnichannel solutions for brands strategies, customer journeys and campaigns management. Design, coordinate, support commercial business decisions identify potential marketplace opportunities. Support commercial plans, marketing campaigns executions and growth initiatives across the IRC, enabling digital platforms. This leader will keep abreast of the latest thinking and best-in-class practices for marketing platforms specifically and DAP solutions more generally.

About the Role

Director, Omnichannel Platforms

#LI-Hybrid

Location: Barcelona, Spain

Relocation Support: Yes

As Director, Omnichannel Platforms, the objective of this role is to enable and manage digital trust platform solutions across international, regional, and country levels, supporting commercial, medical, and value and access activities. This role works closely with Data, Analytics, AI and Data Science, Commercial Launch Strategy teams, Medical, Value and Access, and other key partners to scale impactful marketing platform solutions across the commercial value chain. The position is accountable for enabling and governing centralized, multi-tenant consent, preference, identity, and access management platforms within the omnichannel strategy, driving excellence in customer engagement and business processes. Responsibilities include shaping and implementing Consent and Preference Management and Customer Identity and Access Management solutions, supporting brand strategies, customer journeys, and campaign execution, while identifying market opportunities and enabling growth initiatives. The role also involves staying current with industry best practices in marketing platforms and Data, Analytics, AI, and Platforms to continuously enhance impact.

Key Responsibilities

- Lead the implementation of omnichannel platform governance, integrations, operations, resource prioritization, budget planning, and work planning (including events management, webinars, and social media listening and publishing, among others).
- Drive excellence in the definition, execution, and operations of orchestrated digital platform solutions that support customer engagement.
- Monitor the efficiency of digital marketing platforms and measure their impact on business operations and decision-making processes.
- Gather business requirements, vision, and strategies from business process owners across CLS, Medical, Value & Access, IRC, and S&G, and translate them into tactical execution across the digital marketing ecosystem.
- Contribute to defining the DAP strategy and shaping omnichannel platform objectives and tactics.
- Partner with country teams to tailor the orchestration of digital marketing platforms to local needs while preserving the standardization needed for implementation at scale and speed.
- Partner with Data, Analytics, AI & Data Science, other CLS teams, Medical, Value & Access, IRC, S&G, DDIT, BSI, and other commercial teams to identify key opportunities and challenges and deliver meaningful business impact.
- Lead the implementation, governance, and scaling of centralized multi-tenant marketing platforms for IRC.
- Collaborate with ethics, legal, and compliance teams to apply governance, reduce risk, and enable appropriate use of platforms for compliant procurement, data protection, and data use, while maximizing automation and integration across the technology, data, and analytics ecosystems.
- Plan and manage budget, resources, timelines, solution lifecycles, and change management activities.
- Stay informed about emerging thinking and leading practices in marketing platforms across the industry.

Minimum Requirements:

- Graduate degree (ideally MSc/PhD) in a quantitative field such as IT, Marketing Analytics, AI, Data Science, Bioinformatics, Engineering, Mathematics, or Statistics.
- 10+ years of experience in technology, data, analytics, IT, or a related field.
- 5+ years of experience in marketing infrastructure, pharmaceutical, biotech, healthcare, or consumer environments, with a strong understanding of analytics and pharma data sets and use cases.
- Strong understanding of the end-to-end pharma value chain commercialization process, with experience in marketing and sales analytics.
- Experience with Agile ways of working.

Desirable Requirements

- Hands-on and leadership experience in data, tech and analytics environments
- Experience in deploying commercial platforms with large-scale and cloud-based data architectures.
- Ability to independently lead a range of digital platform initiatives using pharma commercial data.
- Experience in building AI solutions embedded in marketing platforms such as CRM, SFMC, web ecosystems, and social media.
- External recognition as a marketing platform leader through publications, presentations, or similar contributions.

Benefits & Rewards

At Novartis, we're committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role: Add full benchmark as per Workday eg: €84,400.00 - €156,800.00

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters. Long-term equity awards granted at group level may also be part of your package. Further details will be provided during the application process.

You may be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

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.

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people working together—collaborating, supporting, and inspiring one another—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>

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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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

Marketing

Место

Испания

Сайт

Barcelona Gran Vía

Company / Legal Entity

ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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