

Content Activation & Omnichannel Orchestration Manager

Job ID
REQ-10082324
Окт. 08, 2026
Греция

Сводка

The Content Activation and Omnichannel Orchestration Manager serves as the domain expert within the Customer Excellence pillar for ensuring that approved content is activation ready and orchestrated consistently across field and digital channels.

The role owns local standards, processes and playbooks/documentated Ways of Working for content activation, tagging, and omnichannel orchestration, while enabling Commercial and other teams to execute within those standards.

It ensures that customer journeys are translated into coherent channel experiences, that content is correctly prepared for platforms such as Oncore Customer Relationship Management (CRM), Interactive Core Visual Aids (iCVA) and Salesforce Marketing Cloud (SFMC), and that performance insights feed continuous improvement of execution standards.

The role is accountable for driving adoption, effectiveness and continuous innovation of omnichannel engagement, ensuring measurable impact on customer experience and business outcomes.

About the Role

Content Readiness and Activation Standards:

- Maintain end-to-end standards and processes for promotional content readiness and activation for Commercial content from receipt of global/central materials to local "ac-tivation-ready" status, aligned with International CE&C.
- Ensure that content created by Therapeutic Areas (TAs), is prepared to be used on field and functional technology platforms (e.g. Oncore CRM, iCVA, NVS Pro), in align-ment with compliance and quality standards, while content ownership and hands-on activation remain with brand / functional owners.
- Ensure that local content adaptation (developed by TA marketeers and CLS produc-tion hub), International contents use and re-use guidance, and content activation fol-low International defined execution standards.

Omnichannel Orchestration and Customer Journeys

- Collaborate with brand leadership/ International OCE to design and execute an in-sights-driven Omni-channel strategy consistent with brand strategies
- Translate validated customer journeys into practical omnichannel orchestration guid-ance (channel mix, sequencing, cadence) to ensure a seamless and integrated expe-rience across channels, aligned with International Omnichannel team and Interna-tional Commercial Excellence (ICE) framework.
- Lead the design and development of HCP-facing digital tools & platforms (e.g., land-ing pages, microsites, podcasts etc) to support brand-related needs, ensuring seam-less integration within the omnichannel journey and optimized user experience.
- Lead implementation/execution of Omnichannel customer journeys in technological systems such as Sales Force Marketing Cloud and Oncore.
- Provide implementation guidance and channel up-skilling to Commercial teams on the use of SFMC (orchestration, campaign flows), iCVA, and other local tech plat-forms in line with international standards.
- Partner with brand and TA teams to align channel plans and content usage with agreed customer journeys, ensuring that omnichannel plans are realistic, compliant and operationally executable.
- Monitor and share insights on channel performance and customer experience and journey adherence to inform continuous refinement of ICE-aligned omnichannel exe-cution standards.
- Oversee the management and lifecycle of digital assets, ensuring they remain up to date from an architecture, content, and compliance perspective, while maintaining proper storage, tagging, version control

Tagging and Data-Driven Continuous Improvements

- Oversee standards and governance for content tagging, FUSE uploads and MLR (Medical, Legal, Regulatory) processes, ensuring consistency of execution across TAs, while day-to-day execution is performed by respective content owners.
- Alignment with the International OCE team to ensure consistency, governance and best practice is in place.
- Ensure adherence to digital governance frameworks, maintaining compliance with in-ternal policies (e.g., DBE, legal, privacy) and driving standardized processes for con-tent approval, publishing, and audit readiness.
- Collaborate with EE Data, Analytics & Platforms (DAP) and technology owners (e.g. CRM, field systems, SFMC) to ensure that content and journey data are available, reliable and structured to support reporting and analytics of ICE Dashboards such as Content & Campaign Performance Dashboard (CCPD)

Collaboration and Capability Building

- Design and deliver targeted capability building (in partnership with the EE Capability Building pillar) on content activation standards, omnichannel orchestration and plat-form usage for relevant functions.
- Support handshake meetings between International and local brand teams as per Content & Campaign Operating Model to ensure the model is well adopted; content production remains a TA remit.
- Lead the intake and prioritization process for international-to-local content and omni-channel requests, applying a clear framework to determine what gets supported and when. Manage trade-off decisions across TAs / functions capacity management / re-source allocation.

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
€38,080.00 - €70,720.00
Дивизион
International
Business Unit
General Management
Место
Греция
Сайт
Maroussi
Company / Legal Entity
GR11 (FCRS = GR001) Novartis Hellas
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Job ID
REQ-10082324

Content Activation & Omnichannel Orchestration Manager

[Apply to Job](#)
Job ID
REQ-10082324

Content Activation & Omnichannel Orchestration Manager

Source URL: <https://www.novartis.ru/careers/career-search/job/details/req-10082324-content-activation-omnichannel-orchestration-manager>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
3. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Maroussi/Content-Activation---Omnichannel-Orchestration-Manager_REQ-10082324-1
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Maroussi/Content-Activation---Omnichannel-Orchestration-Manager_REQ-10082324-1