

Executive Director, Channel Strategy and Digital Innovation

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REQ-10083101
июл 24, 2026
США
Available in: English

Сводка

#LI-Hybrid

Location: East Hanover, United States or Basel, Switzerland (see separate posting).

Relocation Support: This role is based in East Hanover, United States. Novartis is unable to offer relocation support: please only apply if accessible.

Imagine shaping how one of the world's leading pharma companies connects with audiences across every digital touchpoint.

The Executive Director of Corporate Channel Strategy & Digital Marketing Innovation is a senior leader responsible for building a connected digital ecosystem that brings together corporate channels, AI-enabled marketing capabilities, intelligent experiences, and emerging technologies to strengthen discoverability, trust, engagement, and business value across human and AI-mediated environments. This role leads the strategy, governance, experimentation, optimization, and innovation agenda for corporate-owned channels, including global web platforms, visibility, social ecosystems, emerging AI interfaces, and digital experience infrastructure. Operating at the intersection of strategy, innovation, analytics, and technology, they lead the development of integrated digital marketing frameworks (across owned and paid), builds omnichannel capability, and ensures performance-driven content delivery to priority audiences utilizing AI, SEO, and AEO.

This is a business-critical, future-forward leadership position designed to build and scale a modern channel ecosystem that delivers impact at speed and at scale. You'll bring the full power of omnichannel marketing, performance data, platform thinking, and digital storytelling into a unified strategy to elevate corporate brand relevance, marketing ROI, and our reputation as an innovative medicines company.

About the Role

Key Responsibilities

- Define and execute the global strategy for corporate digital channels and audience engagement.
- Build AI-enabled digital experiences that improve personalization, discoverability, and stakeholder impact.
- Lead omnichannel marketing initiatives across web, social media, email, and emerging platforms.
- Drive digital innovation through experimentation, performance optimization, and scalable operating models.
- Oversee enterprise marketing technology platforms, analytics capabilities, and channel governance.
- Champion responsible adoption of artificial intelligence technologies to enhance marketing effectiveness.
- Establish measurement frameworks that connect digital performance to business and brand outcomes.
- Lead and develop a high-performing global team while advancing digital transformation.
- Ensure every digital touchpoint reflects our brand identity, accessibility principles, and compliance standards while pushing boundaries on creativity and UX.
- Lead the identification, evaluation, implementation and governance of AI technologies that enhance corporate marketing effectiveness, predictive intelligence, and operational excellence

Essential Requirements

- Bachelor's degree required; advanced degree preferred in marketing, communications, business, or related field.
- Extensive experience leading digital marketing, omnichannel strategy, and performance-driven initiatives within global matrixed organizations.
- Executive presence and proven ability to lead global, cross-functional teams and agency partners.
- Proven success driving digital transformation, channel modernization, and enterprise-scale innovation programs.
- Strong expertise in marketing technology platforms, analytics, and digital experience optimization as well as AI and emerging technology fluency and willingness to train others on AI enablement
- Demonstrated ability to translate data and insights into measurable business and brand impact.
- Strong grasp of modern MarTech stacks, analytics platforms (e.g., GA4, Adobe, Sprinklr), and campaign integration.
- Expertise in channel mix optimization, media planning, UX design, GEO, AEO, SEO, content syndication, and digital compliance.

Benefits & Rewards

The salary for this position is expected to range between \$214.900 and \$399.100 per year. The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors. Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards. US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

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>

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Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.
[Read our handbook \(PDF 30 MB\)](#)

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Accessibility & Reasonable Accommodations

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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