

Content Activation & Omnichannel Orchestration Manager

Job ID
REQ-10083465
Окт. 09, 2026
Италия

Сводка

The Content Activation and Omnichannel Orchestration Manager serves as the domain lead within Customer Excellence for ensuring that approved content is activation ready and orchestrated consistently across field and digital channels for the TA/Disease Areas within scope.

The role is accountable for ensuring that local standards, processes, playbooks and documented Ways of Working for content activation, tagging, and omnichannel orchestration are well executed across Commercial, Value & Access (V&A), and Communications & Patient Advocacy teams.

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.

The Content Activation and Omnichannel Orchestration Manager acts as a key driver of organizational change, supporting the effective adoption and integration of International Commercial Excellence (ICE) framework within assigned TA/Disease Area.

About the Role

Key responsibilities

- Partner with brand teams to design and execute insights-driven omnichannel strategies aligned with customer journeys, brand objectives, and the ICE framework.
- Translate customer journeys into actionable orchestration plans, including channel mix, sequencing, cadence, and execution through platforms such as SFMC and Oncore.
- Drive omnichannel capability building by supporting teams in the effective use of SFMC, iCVA, V&A channels, and other approved technology platforms.
- Own end-to-end content activation, ensuring promotional materials are localization-ready, compliant, and aligned with International CE&C standards.
- Monitor and improve omnichannel performance through KPIs such as HCP engagement, campaign quality, content utilization, journey adoption, compliance adherence, and stakeholder satisfaction.
- Ensure TA, V&A, Communications & Patient Advocacy content is optimized for field and digital platforms (e.g., Oncore CRM, iCVA) and meets quality and compliance requirements.
- Oversee standards and governance for content tagging, FUSE uploads and MLR processes while day-to-day execution is performed by respective content owners.
- 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.

Essential requirements

- Bachelor's degree in Business, Life Sciences, Marketing, or a related field; advanced degree in Management or Operations preferred.
- Fluent in English and Italian.
- 3+ years' experience in Commercial Excellence, Omnichannel Marketing, Sales & Marketing Operations, or similar roles within pharmaceuticals, life sciences, or other regulated industries.
- Proven expertise in channel orchestration using CRM, SFMC (or similar marketing automation platforms), and digital content tools such as iCVA.
- Experience driving operational excellence, process improvement, and execution standards for customer-facing activities, campaigns, and content.
- Strong analytical skills with the ability to interpret engagement and execution metrics to identify opportunities and drive continuous improvement.
- Knowledge of compliance, governance, and content approval requirements in regulated environments, including MLR processes and promotional/non-promotional content standards.
- Execution-focused, collaborative, and resilient professional with a strong ethical mindset, adaptability to change, and alignment with Novartis values and compliance-driven behaviors.

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Primary location salary range
€44,100.00 - €81,900.00
Дивизион
International
Business Unit
General Management
Место
Италия
Сайт
Milano
Company / Legal Entity
IT08 (FCRS = IT008) Novartis Farma S.p.A.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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