NOVARTIS

Content Activation & Omnichannel Orchestration Manager

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Нидерланды

Сводка

The Content Activation and Omnichannel Orchestration Manager serves as the domain manager 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/documented Ways of Working for content activation, tagging, and omnichannel orchestration, while enabling Commercial, Value & Access (V&A), and Communications & Patient Advocacy 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

Major accountabilities:

Content Readiness and Activation Standards:

- Maintain end-to-end standards and processes for promotional content readiness and activation for Commercial and ‘not promo’ content for V&A, from receipt of global/central materials to local “activation-ready” status, aligned with International CE&C.
- Ensure that content created by Therapeutic Areas (TAs), V&A, Communications & Patient Advocacy is prepared to be used on field and functional technology platforms (e.g. Oncore CRM, iCVA), in alignment with compliance and quality standards.
- Clarify and orchestrate responsibilities between EE Customer Excellence, brand teams and other functions so that EE Customer Excellence enables and oversees activation standards, while content ownership and hands-on activation remain with brand / functional owners.
- Ensure that local content adaptation (developed by TA marketeers and CLS production hub), International contents use and re-use guidance, and content activation follow International defined execution standards.

Omnichannel Orchestration and Customer Journeys

- Collaborate with brand leadership/ International OCE to design and execute an insights-driven Omni-channel strategy consistent with brand strategies.
- Translate validated customer journeys into practical omnichannel orchestration guidance (channel mix, sequencing, cadence) to ensure a seamless and integrated experience across channels, aligned with International Omnichannel team and International Commercial Excellence (ICE) framework.
- 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 V&A on different channels for payers and account engagement respectively and other local tech platforms 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 execution standards.

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 and V&A, 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.
- Ensures that ICE content created locally contains manifest file that is shared with PH for execution.
- 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)
- Enable patients and payers multichannel insights, including enabling Access Field to provide and capture reimbursement pathway insights (regional/country V&A field inputs), and enable analysis and reporting.

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 platform usage for relevant functions.
- Support handshake meetings between International and local brand teams as perContent & 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 omnichannel requests, applying a clear framework to determine what gets

supported and when. Manage trade-off decisions across TAs / functions capacity management / resource allocation.

Key performance indicators:

- Product sales impact through the digital platform or digital solution
- Omnichannel execution quality (e.g. alignment of live campaigns to defined journeys, channel mix and orchestration rules) and KPIs improvement
- Consistency of execution standards across brands and functions (e.g. variance in tagging quality, adherence to MLR and FUSE processes)
- Improvement in channel and content utilisation metrics (e.g. increased usage of iCVA, SFMC campaigns, digital touchpoints, customer-level engagement quality) linked to improved execution standards.
- Time-to-activation
- Adoption metrics (e.g. % campaigns using defined journeys)
- Stakeholder satisfaction (Commercial, V&A, Communications & Patient Advocacy) with content activation and omnichannel orchestration support

Ideal Background

Education:

- Bachelor's degree in business, life sciences, marketing or a related field
- Advanced degree in management or operations preferred

Languages:

- English
- Country language required

Experience/Professional Requirement:

- 5+ years of experience in commercial excellence, omnichannel marketing, marketing operations, or similar roles in pharmaceuticals, life sciences or other highly regulated environments
- Demonstrated experience in channel orchestration, including working with CRM, SFMC or similar marketing automation platforms, and digital / field content tools (e.g. iCVA)
- Experience driving execution standards, process improvement or operational excellence for customer-facing activities (e.g. content, campaigns, field execution)
- Proficiency in using and interpreting execution and engagement metrics (e.g. content usage, channel performance, cycle times) to identify gaps and drive continuous improvement.
- Familiarity with compliance and governance requirements for promotional and scientific content in a regulated environment (MLR, promotional vs non-promotional content)
- Execution excellence mindset – structured, proactive, focused on simplifying ways of working and increasing consistency in execution.
- Resilient, collaborative and comfortable with change and ambiguity, aligned with Novartis values and compliance-driven leadership behaviors.
- Ethical mindset and aligned with Novartis values

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: € 61.400 to € 114.000

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.

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.

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
€61,400.00 - €114,000.00
Дивизион
International
Business Unit
General Management
Место
Нидерланды
Сайт
Amsterdam
Company / Legal Entity
NL08 (FCRS = NL008) Novartis Pharma B.V.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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