NOVARTIS

SFMC Manager

Job ID
REQ-10092250
Ноя. 19, 2026
Канада

Сводка

#LI-Hybrid
Location: Toronto, Ontario

This role is based in Toronto, Canada. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

The SFMC Manager owns the design, build, automation and continuous optimization of Novartis Canada's customer engagement technology stack, including Salesforce Marketing Cloud, the Canadian Novartis ProPortal, CRM integration and connected omnichannel channels. This automation-first, AI-savvy role translates brand and medical strategy into compliant, measurable customer journeys, ensures platform and consent-data integrity, governs digital engagement assets through One Registry, and leads the Voice of the Customer program to improve content, channels and customer experience.

This job posting is for an existing position .

About the Role

Key responsibilities:

- Own the end-to-end administration, configuration, technical roadmap, platform health and automation of Salesforce Marketing Cloud for Novartis Canada.
- Design automated, personalized customer journeys and reusable modular content using Journey Builder, Automation Studio, Content Builder, AMPscript, SSJS and SQL.
- Own and manage the Canadian Novartis ProPortal, including content publication, access management, governance, release roadmap, vendor performance and adoption KPIs.
- Translate brand, medical and access strategies into coordinated omnichannel plans and lead CRM-SFMC-ProPortal data integration, consent management and closed-loop measurement.
- Lead AI and GenAI-enabled campaign operations, performance measurement, digital asset governance, One Registry management and the Voice of the Customer program.

Essential Requirements:

- University degree in marketing, business, computer science, engineering, information systems, data science or a related field; Salesforce Marketing Cloud certification is strongly preferred.
- 5+ years of experience in marketing technology, CRM, marketing automation, digital or omnichannel roles, including hands-on ownership of Salesforce Marketing Cloud or an equivalent platform.
- 3+ years of experience in pharmaceutical, biotech, healthcare or another regulated industry, with knowledge of HCP engagement, medical/legal/regulatory review, PIPEDA, CASL and Quebec Law 25.
- Demonstrated hands-on capability with Journey Builder, Automation Studio, Content Builder, AMPscript or SSJS, SQL, data extensions and REST/SOAP API integrations.
- Practical AI/GenAI experience in campaign operations, strong automation, project and vendor management skills, and excellent cross-functional communication; English required and French strongly preferred.

Desirable Requirements:

- Experience in a global or matrix pharmaceutical organization, including Veeva Vault PromoMats/Approved Email, modular content or globally built solutions.
- Experience with digital asset governance, One Registry, Voice of the Customer platforms such as Qualtrics, Medallia or Salesforce Feedback Management, or enabling non-technical teams to self-serve.

Rewards

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

Expected Remuneration Range for role:

- CAD 125,120 – 173,696 (Base salary + Bonus)

The (Salary + Bonus) 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.

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.

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. A full overview of your compensation package applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

At **Novartis Canada**, we are determined to be a valued partner and advocate, with a deep understanding of patient needs along the entire care journey – from drug development, to diagnosis, to access and beyond. Part of the way we are doing this is by leveraging data, technology, and partnerships.

Research & Development: we focus on four core therapeutic areas: Cardiovascular, Renal & Metabolic, Immunology, Neuroscience and Oncology. We also develop and deliver treatments through other promoted and established brands, which today are helping millions of patients. Over the last three years, our average annual research and development investment in Canada was over $30 million, and we conduct clinical trial research in every region throughout Canada.

Commitment to Diversity and Inclusion: Novartis is committed to building outstanding, inclusive work environment and diverse team's representatives 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 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)

Дивизион
International
Business Unit
Marketing
Место
Канада
Сайт
Toronto
Company / Legal Entity
CA04 (FCRS = CA004) NOVARTIS PHARMA CANADA INC.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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