

## Manager - Content Enablement

Job ID  
REQ-10065936

1月 11, 2026

India

### 摘要

Join Novartis for driving global impact with innovative digital solutions.

As Manager - Content Enablement Products, you will have an opportunity to manage the demands and product roadmap for the Content Enablement product ecosystem and Digital Asset Management Platforms at Novartis International using agile methodologies. You would scope out the desirability, feasibility, and viability of features, translating business requirements into technical solutions that would help drive value for the content creation ecosystem: creation, approval, management, and re-use.

### About the Role

Location: Hyderabad #Hybrid

## Responsibilities

- As Product Expert in Content Enablement ecosystem, you will show comprehensive understanding of the end-to-end content enablement ecosystem, including digital asset management (DAM), content authoring tools, MLR approval workflows, and content reuse mechanisms and manage product roadmap across these tools.
- Capture Product requirements from multiple country stakeholder, validate the requirements from desirability, feasibility, viability perspective while ensuring product roadmap aligns with business objectives.
- Define and maintain product roadmaps, manage prioritization of features and enhancements in collaboration with product and engineering teams.
- Lead structured use-case discovery efforts to clarify requirements, define problem statements, and provide solutions, all leading to a well-defined feature backlog with strong acceptance criteria.
- Act as a liaison between global product teams and cross-functional stakeholders including medical, commercial/brand, and regulatory teams across global markets to drive alignment and feature prioritization
- Market Onboarding: Lead onboarding efforts for new users and markets through workshops, training sessions, and documentation.
- Create training and change management frameworks and communications to raise awareness of the tools available, and ensure seamless integration of capabilities across international markets

## Essential Requirements

- Hands-on experience with tools such as Aprimo, Veeva, Salesforce, and/or similar content management systems.
- 5+ years of experience working on large, complex projects across regions and countries; Proven experience in product portfolio management, program management, process improvements, agile delivery, and cross-functional leadership.
- Experience working with senior stakeholders and managing senior level conversations
- Understanding of agile product delivery
- Strong analytical and problem-solving skills
- Strong communication skills and ability to offer clarity amid complexity, to drive stakeholder alignment.
- Strong collaborative skills, natural curiosity and an ability to influence stakeholders.
- Hands-on experience with agile methodologies; certification such as Certified Scrum Product Owner (CSPO) or equivalent is a strong plus.
- Experience working with marketing platform stacks and digital marketing technologies, with a strong understanding of how these platforms support content personalization, campaign execution, drive analytics, all supporting a strong closed loop actionable insights ecosystem that informs content and omnichannel strategy is a bonus.

## Why Consider Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this

mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>  
You 'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

#### Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve. Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

<https://talentnetwork.novartis.com/network>

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 \(PDF 30 MB\)](#)

部门  
International

Business Unit  
Marketing

地点  
India

站点  
Hyderabad (Office)

Company / Legal Entity  
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||  
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =  
document.getElementById("kulturaplayer6980f6ead0589252259324"); var mediaContainer =  
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";  
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =  
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles  
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var  
finalWidth = parseFloat(parentStyles.width); if (finalWidth < originalWidthValue) {  
var config = { targetId:  
"kulturaplayer6980f6ead0589252259324", provider: { widgetId: "10m7rm1pm", partnerId:  
"2076321", uiConfd: "55802022" }, playback: { autoplay: false, autopause: false,  
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {  
disable: true }, "playkit-js-transcript": { position: "right", // Default: bottom; ('left', 'right', 'top', 'bottom') to  
enable transcript. expandMode: "over", // Default: alongside; ('alongside', 'hidden', 'over')  
expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable:  
true } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false } },  
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',  
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:  
KalturaPlayer.ui.components.Remove } ] }; config.plugins.preventSeek = { preventSeekForward:  
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {  
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-  
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };  
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };  
config.ui.uiComponents = []; config.plugins.googleTagManager = {};  
config.plugins.googleTagManager.customEventsTracking = {};  
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';  
config.plugins.googleTagManager.customEventsTracking.custom = {};  
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:  
false, playlistEvents: false, castEvents: false } };
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
```

```
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var  
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other  
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); setTimeout(() => {  
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {  
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {  
players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause ===  
'function') { otherPlayer.pause(); } }); });}); } } catch (e) { console.error(e.message) }
```



## VIDEO

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

### Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please

send an e-mail to [diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) 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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