AI Search & SEO Manager

Job ID
REQ-10066912

2 24, 2026

Ireland

As part of the Digital Optimization team, the AI Search & SEO Analyst will play a key role in understanding the impact of AI Search and AI Overviews on Novartis brand websites and optimizing our web ecosystem for the evolving AI-driven search landscape.

This role requires in-depth knowledge of how large language models (LLMs) discover, interpret, and deliver information. It focuses on research, measurement, and insight generation to help brands improve visibility and performance in AI search environments.

About the Role

Key Responsibilities

- Define and lead AI Search and SEO strategy across Novartis brand websites.
- Develop a scalable **AI visibility measurement framework** and reporting model.

- Oversee research on AI Overview ranking patterns and competitive benchmarking.
- Partner with marketing, content, and engineering teams to implement structured data and optimization recommendations.
- Play an active role to translate findings into actionable recommendations to leadership and brand stakeholders.
- Lead tool and vendor partnerships (e.g., Profound, SEMrush, Amplitude). Define success criteria and rollout plans for tool implementation and optimization.
- Stay curious and informed on emerging AI search capabilities, tools, and industry best practices.
- Pilot new AI capabilities and proactively experiment with POCs to increase AI search visibility for Novartis brands.
- Ensure AI search activities adhere to pharma regulations, privacy laws (e.g., GDPR), platform policies, and internal approvals.
- Manage and mentor analysts to ensure high-quality insights and deliverables.

Minimum Requirements

- Bachelor's or Master's degree in Marketing, Analytics, or related field.
- 7+ years of experience in SEO, Web Analytics, or Digital Optimization.
- Deep understanding of SEO algorithms, structured data, and ranking factors.
- Familiarity with AI Search platforms (Google AI Overviews, Bing Copilot, Perplexity, ChatGPT Search).
- Strong experience with GA4, Google Search Console, BigQuery, Looker Studio, and SEMrush.
- Proven ability to manage cross-functional teams and communicate complex insights to senior stakeholders.
- Good understanding of pharmaceutical domain and data would be a plus

What You'll Gain

- Opportunity to lead Novartis' strategic journey into AI Search optimization
- Influence how Novartis brands are discovered and experienced in next-generation search.
- Collaborate with global leaders in Digital Strategy, Marketing, and MarTech.

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)

US

Business Unit
Marketing

Ireland

Dublin (NOCC)

Company /Legal Entity
IE02 (FCRS = IE002) Novartis Ireland Ltd

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("kalturaplayer69c21b66d8bf0657176333"); 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 var config = { targetId: "kalturaplayer69c21b66d8bf0657176333", provider: { widgetId: "1Om7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: O }, 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 } };
```

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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: "1dgfvmafo"}); 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.

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2. https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf
3. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Dublin-NOCC/AI-Search---SEO-ManagerREQ-10066912-1
4. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Dublin-NOCC/AI-Search---SEO-ManagerREQ-10066912-1