

# Omnichannel Engagement Specialist

Job ID  
REQ-10067648

11月 28, 2025

Morocco

## 摘要

As Novartis continues its journey to become a fully customer-centric, digitally enabled pharmaceutical leader, the Omnichannel Engagement Specialist plays a critical role in transforming how we engage with healthcare professionals (HCPs). This role leads the strategic design, execution, and optimization of omnichannel engagement across therapeutic areas, ensuring personalized, compliant, and impactful interactions that drive scientific exchange, customer satisfaction, and improved patient outcomes.

## About the Role

## Major Accountabilities

HCPs reach & Customer Segmentation

- Maximize HCPs reach by identifying affiliates with mass HCPs affiliation. Stakeholder mapping for these affiliates with the intent to initiate collaborative programs focused on certain disease areas.
- Collect digital consent for the new targeted HCPs.
- Conduct digital affinity segmentation of HCPs and engagement preferences.

### Disease strategy & patient journey

- Has a deep understanding in the respective disease area strategy. Maintain and enhance knowledge of disease areas, products, product strategy, positioning, key messages, programs, company developments, customers, and competitors.
- In depth understanding of patient journey pains and gains. Be able to design and optimize customer journeys using data insights.
- Strong ability to design and orchestrate a full omnichannel engagement experience.

### Omnichannel Engagement & Customer Experience Management

- Strong ability to design and orchestrate a full omnichannel engagement experience.
- Create outstanding customer experiences by orchestrating omnichannel engagements and delivering personalized content—ensuring the right message reaches the right customer through the right channel at the right time, aligned with their specific journey and needs.
- Experimenter for different engagement models.

Continuously assessing Customer Experience (CX), promptly attending to Customer feedback and suggestions.

- Identify engagement gaps and opportunities for deeper customer connection and continuously evaluate channel mix effectiveness and recommend improvements.
- Manage the deployment and performance of digital channels (email, webinars, portals, remote detailing...).
- Promote a customer-first mindset by continuously assessing and improving HCP satisfaction.
- Implement structured feedback mechanisms—including surveys, interviews, and analytics—to effectively capture the voice of the customer.
- Contribute to initiatives that address pain points and enhance the overall experience across touchpoints.
- Leverage analytics dashboards and KPIs to monitor campaign performance and ROI.

### Content Strategy & Personalization

- Participate in the creation, localization, and deployment of scientific and promotional content across channels.
- Ensure content is tailored to HCP needs, compliant with regulatory standards, and optimized for performance.

### Scientific Engagement & Compliance

- Follow all adverse events guidelines and Code of Conduct Guidelines as promoted by Novartis.
- Demonstrate behavior in accordance with Novartis code of practice.
- Provide and discuss scientific knowledge and on label medical data relevant to the Therapy Area with HCPs.
- Provide scientific and educational information to HCPs on specific patient critical issues.
- Involve HCPs when a need is identified to provide support / advice / participate in specific.
- Medical and scientific activities e.g. education of HCPs, etc.

## Governance & Risk Management

- Follow governance frameworks for omnichannel execution, ensuring consistency, quality, and compliance.
- Participate as necessary in audits, reviews, and regulatory inquiries related to engagement activities.

## Education

- Bachelor ' s degree in Life Sciences, Pharmacy, Business, or Marketing. Advanced degree, master ' s in digital marketing is a strong asset.

## Languages:

- Fluent in English (written and spoken).
- French and/or Arabic proficiency is a plus.

## Experience/Professional Requirement:

- 3-5 years of experience in pharmaceutical sales, marketing, digital engagement, or account management.
- Proven success in leading cross-functional initiatives and managing complex stakeholder networks.
- Experience with digital marketing, CRM, and data-driven decisions is a plus.

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: Read our handbook to learn about all the ways we 'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

部门  
Finance

Business Unit  
Marketing

地点  
Morocco

站点  
Casablanca

Company / Legal Entity  
MA03 (FCRS = MA003) Novartis Pharma Maroc SA

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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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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