NOVARTIS

Director Patient Experience and Activation

Job ID
REQ-10068791

1 29, 2026

Spain

Work closely with Therapy Area teams, key markets and functions to ensure our patient strategy for priority diseases is driven by insights and supported by high quality content, channels, and solutions that enhance the patient experience.

Raise standards and consistency of execution through applying the International Patient Excellence (IPEx) framework to priority disease areas and brands.

#LI-Hybrid

About the Role

Key Responsibilities:

Patient-Focused Marketing & Content Strategy

- Work with Therapeutic Area teams and key markets to co-create patient-focused content and solutions that meet organizational and patient needs.

IPEx 5R Framework Guidance

- Use the IPEx 5R framework to consistently guide personalized patient solutions, content and experience journeys.
- Deliver high-impact, patient-focused content across all channels.
- Develop and curate, high-quality, fully integrated campaigns that are thoughtfully connected and strategically aligned to brand strategy/objectives and patient journey/needs, driving consistency, clarity, and measurable impact across all touch points.

Content Strategy & Activation

- Direct strategic content production and roll out to match global brand goals and local market needs, with strong governance and approval processes. Synergies with Customer Experience & Content.

Omnichannel Excellence

- A Apply agile, data-driven omnichannel strategies anchored in the patient journey to deliver personalized engagement aligned with patient needs.

Performance Measurement and Continuous Improvement

- Track KPIs to measure marketing and patient engagement success. Use analytics to improve strategies and encourage innovation and learning.

Essential Requirements:

- Minimum of 10 years of experience in marketing, content strategy, or patient engagement within healthcare, pharma, or life sciences.
- Exceptional leadership and stakeholder management skills, with the ability to influence teams, partners, and senior leaders. Thrives in a matrix environment, driving collaboration and clarity.
- Experience supporting launch readiness, brand planning, or patient activation is a strong asset.
- Strong analytical skills, ability to distill insights and propose relevant and actionable recommendations aligned with brand strategy/objectives.
- Marketing analytics capabilities, including experience with digital marketing metrics, CRM, search and web.
- Strong project management skills with the ability to deliver high-quality work across multiple priorities.

Desirable Requirements:

- Experience leading, designing and orchestrating seamless end to end customer marketing programs across offline and online touch points —including paid media, search, social, and content ecosystems —ensuring consistent brand messaging and measurable business impact through data-driven campaigns.
- Experience partnering with global and local brand teams to localize strategies and drive execution.

Competencies:

- **Patient-Centric Mindset:** Deep commitment to understanding patient needs, reducing friction across the patient journey, and shaping meaningful content.
- **Collaboration & Influence:** Proven ability to work cross-functionally, and with markets to drive alignment and adoption.
- **Quality & Compliance Orientation:** Strong attention to detail with a consistent focus on accuracy, quality, regulatory standards, and integrated, brand-aligned messaging.
- **Innovation & Agility:** Comfortable iterating quickly, testing new engagement approaches, and adapting plans based on performance insights.
- **Strategic Thinking:** Ability to translate brand strategy, patient insights, and data trends into cohesive content strategies and omnichannel plans.

Benefits & Rewards:

UK: Competitive salary, Sales incentive bonus, Pension scheme, Share purchase scheme, Health insurance, 25 days annual leave, Flexible working arrangements, subsidized dining facilities, Employee recognition scheme, learning and development opportunities.

Other locations: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: 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.

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

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Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. Read our handbook (PDF 30 MB)

International

Business Unit
Marketing

Spain

Barcelona Gran Vía

Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.

Alternative Location 1
London (The Westworks), United Kingdom

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("kalturaplayer6981d6fcee3c9800882397"); 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:
"kalturaplayer6981d6fcee3c9800882397", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "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: "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

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