

## Associate Director, Content Workflow & Controls

Job ID  
REQ-10081081

6月 18, 2026

USA

### 摘要

#LI-Hybrid

Novartis has an exciting opportunity for an Associate Director, Content Workflow & Controls to lead the Process Center of Excellence (CoE) within Marketing Operations, setting the standards, compliance guardrails, and technical enablers that make it easy for teams to do the right thing, the right way. This role codifies how work gets done across Novartis' US content workflow platforms; designing scalable, compliant, and frictionless experiences that help brands and functions move faster with confidence - as well as structure a baseline for AI/Agentic workflows of the future. You will set the objectives of an internationally based team while partnering closely with business users, technology teams, and external vendors to turn pain points into streamlined ways of working. You will guide technical use cases from discovery to adoption, with impact of freeing users' time for more strategic work. Success looks like fewer handoffs, clearer controls, faster cycle times, and a support model people trust; grounded in data, insights, and first-hand observation of how work really happens.

This position will be based in East Hanover, NJ and will not have the ability to be located remotely. Please note that this role would not provide relocation, and only local candidates will be considered. This position will require up to 5% travel as defined by the business (domestic and/or international).

## About the Role

### Key Responsibilities:

- Build and scale a Content Process Management Center of Excellence (CoE): Setting standards, controls, and best practices that elevate Content Supply Chain Operations to solve user challenges, streamline processes, data management, and ensure solid foundation for AI applications.
- Own, socialize, and maintain end-to-end content process: Defining frameworks, templates, and operating models, so teams have clear, compliant, predictable ways of working from demand to approval to in-market use.
- Serve as the business owner for content workflow: Represent the business and their interests in system design, metadata & controls, and issue remediation, triaging and prioritizing work, driving root-cause analysis, defining AI Use Cases for evaluation, and ensuring fixes stick.
- Build and maintain a best-in-class documentation capability: Own and govern SOPs, playbooks, process documents and RACIs that make processes easy to follow and clarifies the logic and relationships within domains, while being structured and continuously lifecycle managed to ensure high quality agentic inputs.
- Partner with Marketing Technology, Vendors, and Change Management: Consistent support and high-quality deliver for each release cycle, assessing user impact and providing operational inputs to activate adoption across a matrixed organization.
- Design and run a process support and Help Desk model: that resolves issues quickly, reduces repeat tickets, and builds user trust, by optimizing SLAs, dashboards, and feedback loops, turning support insights into measurable experience improvements and lower effort over time.
- Monitor platform performance and user experience: using data and direct observation to spot breakdowns early and drive pragmatic improvements, while holding vendor partners accountable to contractual standards and customer needs.
- Mentor and guide a distributed, diverse internal team: Support resources contributing to process and business performance, by setting clear objectives, defining productivity models, and task execution practices, to effectively enable independent delivery of individual resources

### Essential Requirements:

- Bachelor ' s degree in Business, Marketing, Engineering, Operations Management, Information Systems, or related field is required. Advanced degree (e.g., Master of Business Administration) is preferred.
- At least 5 years of experience in Marketing Operations, Content Operations, Process Management, or related operational discipline.
- Hands-on experience supporting enterprise MLR and DAM platforms (e.g., Aprimo, Veeva, Adobe, Salesforce).
- Proven experience establishing or scaling operational frameworks, centers of excellence, or shared service models.
- Strong experience with customer success or business system ownership.

- Experience coordinating with US and global stakeholders to intake, prioritize, and deliver system enhancements across enterprise content workflow platforms.
- Experience managing Agile system releases, issue management, and user support in a regulated or complex environment.

#### Desirable Requirements:

- Agile Scrum Master or Product Owner certification
- Six Sigma Green Belt or Black Belt

#### Novartis Compensation Summary:

The salary for this position is expected to range between \$145,600 and \$270,400 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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 \(PDF 30 MB\)](#)

#### EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

#### Accessibility & Reasonable Accommodations

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

部门  
US

Business Unit  
Marketing

地点  
USA

状态  
New Jersey

站点  
East Hanover

Company / Legal Entity  
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a3656b784021067671097", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.plugins["transcript"]) { config.plugins["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 }; } if (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.plugins["googleAnalytics"]) { 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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var kalturaPlayer =
```

```
kPlayer.setup(config); // Add the player to the global array.  
window.kalturaPlayerVideos.push(kalturaPlayer); // Load the Player for other media.  
kalturaPlayer.loadMedia({entryId: "1d_gfvmafo"}); } catch (e) { console.error(e.message) }
```

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