

Executive Director, Channel Strategy and Digital Innovation

Job ID
REQ-10083101

7月 24, 2026

USA

Available in: English

摘要

#LI-Hybrid

Location: East Hanover, United States or Basel, Switzerland (see separate posting).

Relocation Support: This role is based in East Hanover, United States. Novartis is unable to offer relocation support: please only apply if accessible.

Imagine shaping how one of the world's leading pharma companies connects with audiences across every digital touchpoint.

The Executive Director of Corporate Channel Strategy & Digital Marketing Innovation is a senior leader responsible for building a connected digital ecosystem that brings together corporate channels, AI-enabled marketing capabilities, intelligent experiences, and emerging technologies to strengthen discoverability, trust, engagement, and business value across human and AI-mediated environments. This role leads the strategy, governance, experimentation, optimization, and innovation agenda for corporate-owned channels, including global web platforms, visibility, social

ecosystems, emerging AI interfaces, and digital experience infrastructure. Operating at the intersection of strategy, innovation, analytics, and technology, they lead the development of integrated digital marketing frameworks (across owned and paid), builds omnichannel capability, and ensures performance-driven content delivery to priority audiences utilizing AI, SEO, and AEO. This is a business-critical, future-forward leadership position designed to build and scale a modern channel ecosystem that delivers impact at speed and at scale. You'll bring the full power of omnichannel marketing, performance data, platform thinking, and digital storytelling into a unified strategy to elevate corporate brand relevance, marketing ROI, and our reputation as an innovative medicines company.

About the Role

Key Responsibilities

- Define and execute the global strategy for corporate digital channels and audience engagement.
- Build AI-enabled digital experiences that improve personalization, discoverability, and stakeholder impact.
- Lead omnichannel marketing initiatives across web, social media, email, and emerging platforms.
- Drive digital innovation through experimentation, performance optimization, and scalable operating models.
- Oversee enterprise marketing technology platforms, analytics capabilities, and channel governance.
- Champion responsible adoption of artificial intelligence technologies to enhance marketing effectiveness.
- Establish measurement frameworks that connect digital performance to business and brand outcomes.
- Lead and develop a high-performing global team while advancing digital transformation.
- Ensure every digital touchpoint reflects our brand identity, accessibility principles, and compliance standards while pushing boundaries on creativity and UX.
- Lead the identification, evaluation, implementation and governance of AI technologies that enhance corporate marketing effectiveness, predictive intelligence, and operational excellence

Essential Requirements

- Bachelor's degree required; advanced degree preferred in marketing, communications, business, or related field.
- Extensive experience leading digital marketing, omnichannel strategy, and performance-driven initiatives within global matrixed organizations.
- Executive presence and proven ability to lead global, cross-functional teams and agency partners.
- Proven success driving digital transformation, channel modernization, and enterprise-scale innovation programs.
- Strong expertise in marketing technology platforms, analytics, and digital experience

optimization as well as AI and emerging technology fluency and willingness to train others on AI enablement

- Demonstrated ability to translate data and insights into measurable business and brand impact.
- Strong grasp of modern MarTech stacks, analytics platforms (e.g., GA4, Adobe, Sprinklr), and campaign integration.
- Expertise in channel mix optimization, media planning, UX design, GEO, AEO, SEO, content syndication, and digital compliance.

Benefits & Rewards

The salary for this position is expected to range between \$214.900 and \$399.100 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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

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>

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

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 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
Corporate Affairs

Business Unit
Communications

地点
USA

状态
New Jersey

站点
East Hanover

Company / Legal Entity
U061 (FCRS = US061) Novartis Services, Inc.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a73ffb5c8e3e825013186", 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 thumbEmbedPromise =
thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a
```

```
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to
capture the player directly. thumbEmbedPromise .then(function(player) {
window.kalturaPlayerVideos.push(player); // Notify kaltura_data_layer.js that a new player is ready so
it can // attach custom event listeners immediately, regardless of when // the user clicked the
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {
console.error(e.message) }
```

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