

Digital Marketing Execution Manager

Job ID
REQ-10084970

8月 31, 2026

Poland

摘要

#LI-Hybrid
Location: Warsaw, Poland

Relocation Support: This role is based in Warsaw, Poland. Novartis is unable to offer relocation support: please only apply if accessible.

Digital engagement is evolving—and this is your opportunity to help shape how Novartis connects with customers. As a Digital Marketing Execution Manager, you will bring digital plans to life across approved channels, keeping content relevant, visible, accurate, and ready to engage audiences. You will work at the intersection of digital marketing, omnichannel execution, and cross-functional collaboration, partnering with Commercial, Execution Excellence, Medical, Legal, Regulatory, Quality, and regional teams. From optimizing digital content and customer journeys to championing digital transformation and sharing best practices, you will help strengthen customer engagement while ensuring every activation meets the highest standards of compliance and execution excellence.

About the Role

Key Responsibilities

- Deploy and optimize customer engagement plans and journeys, using insights to improve customer experience.
- Maintain relevant, accurate, and visible digital content across approved channels and platforms.
- Coordinate content updates reflecting new information, safety data, and regulatory guidance.
- Champion digital initiatives and strengthen omnichannel capabilities across the Commercial Portfolio.
- Ensure digital activities meet regulatory, safety, Medical, Legal, and Regulatory requirements.
- Partner with Execution Excellence and cross-functional teams to improve digital execution and platform readiness.
- Collaborate across Commercial, regional, Legal, Regulatory, Quality, Finance, and Operations teams to deliver aligned digital priorities.

Essential Requirements

- Bachelor's degree in Marketing, Communications, Digital Media, or a related field.
- Five to eight years of experience in digital marketing, content operations, or omnichannel execution.
- Professional experience in regulated industries, preferably pharmaceuticals or healthcare.
- Hands-on experience managing digital content, platforms, and activation workflows.
- Strong understanding of digital channels, content lifecycle management, and platform readiness.
- Ability to coordinate compliant digital execution across multiple systems and cross-functional teams.

Rewards

At Novartis, we're committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role:

- Poland: PLN 174,500 - 324,100

The salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

You will be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our [brochure](#) to learn more about our global total rewards offering: <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

Commitment to Diversity and Inclusion / EEO paragraph:

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>

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

Primary location salary range
z ł 174,500.00 - z ł 324,100.00

部门
International

Business Unit
Sales

地点
Poland

站点
Warsaw

Company / Legal Entity
PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area
Marketing

Job Type
Full time

Employment Type
Temporary (Fixed Term)

Shift Work
No

```

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a99f97d5b2e5253515943", 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 kalturadatalayer.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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