NOVARTIS

Content Activation & Omnichannel Orchestration Senior Manager

Job ID
REQ-10090161

十月 22, 2026

Brazil

摘要

#LI-Hybrid

This role leads the standards, orchestration and execution frameworks that turn promotional and non-promotional content into scalable, compliant and measurable omnichannel customer experiences. Working closely with Commercial, Value & Access, Marketing, Medical, Communications & Patient Advocacy, International teams and technology partners, the role will embed omnichannel execution as a recurring business capability, moving beyond experimentation to deliver tangible customer engagement and business impact.

The position will guide the activation of integrated customer journeys across field interactions, in-person and virtual events, corporate and representative-led email, marketing automation and other digital touchpoints. It will also strengthen content readiness, platform adoption, data quality and execution standards, ensuring journeys are realistic, compliant and operationally executable, including for healthcare professionals and stakeholders not reached through traditional face-to-face engagement.

This role is based in S ã o Paulo, Brazil. Novartis is unable to offer relocation support for this role:

please only apply if this location is accessible for you.

About the Role

Key responsibilities

- Own and continuously improve end-to-end standards and processes for promotional and non-promotional content readiness and activation, from receipt of global or central materials through local activation-ready status, aligned with International Customer Engagement & Commercial standards.

- Orchestrate clear accountabilities across Customer Excellence, brand teams and functional owners, enabling and governing activation standards while ensuring content ownership and hands-on activation remain with the relevant brand or function.

- Partner with brand leadership and International omnichannel teams to translate brand strategies and validated customer journeys into practical channel mix, sequencing and cadence across field, event, email, automated and digital touchpoints.

- Lead the implementation and execution of omnichannel customer journeys in platforms such as Salesforce Marketing Cloud and Oncore.

- Ensure locally adapted and internationally sourced content, including reuse guidance and production-hub deliverables, follows agreed execution, quality, compliance and Medical, Legal and Regulatory standards.

- Oversee governance for content tagging, manifest files and MLR processes, partnering with content owners and International teams to drive consistent execution across Therapeutic Areas and Value & Access.

- Collaborate with Data, Analytics & Platforms and technology owners to ensure content and journey data are reliable and structured for dashboards, channel-performance analysis and continuous improvement, including payer, patient and reimbursement-pathway insights.

- Monitor customer experience, journey adherence, content utilisation, campaign performance and activation cycle times, using insights to refine standards, improve adoption and strengthen the business impact of omnichannel execution.

- Design and deliver capability-building initiatives on content activation, omnichannel orchestration and platform usage, helping Commercial and cross-functional teams build sustainable execution capabilities rather than isolated pilots.

- Lead intake, prioritization, capacity planning and trade-off decisions for international-to-local content and omnichannel requests, while partnering closely with Marketing, Medical and other stakeholders to scale innovative and AI-enabled ways of working.

Essential Requirements

- Bachelor's degree in business, life sciences, marketing or a related field; an advanced degree is preferred; fluent English and Portuguese; and 5+ years of relevant experience in commercial excellence, omnichannel marketing, marketing operations or a comparable role.

- Demonstrated hands-on experience designing and executing omnichannel orchestration, including integration of channel mix, sequencing and cadence into practical customer journeys.

- Proven experience with CRM and marketing automation platforms such as Salesforce Marketing Cloud and Oncore, together with digital and field-content tools such as iCVA or comparable solutions.

- Experience establishing execution standards, simplifying processes and driving operational excellence across customer-facing content, campaign and field activities.

- Ability to interpret content utilization, customer engagement, channel-performance and cycle-time metrics to identify gaps and drive measurable continuous improvement.

- Strong knowledge of governance and compliance requirements for promotional and scientific content in regulated environments, including MLR processes and promotional versus non-promotional content.

- Pharmaceutical or life-sciences experience is strongly preferred; candidates from other highly regulated industries may be considered when they bring advanced omnichannel expertise, learning agility and the ability to navigate business transformation.

- Execution-focused, resilient and collaborative leadership style, with the ability to manage ambiguity, influence cross-functional stakeholders, build team capability and operate with a strong ethical and compliance mindset aligned with Novartis values.

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

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

部门
International

Business Unit
Corporate & Division Services

地点
Brazil

站点
Santo Amaro

Company / Legal Entity
BR03 (FCRS = BR003) NOVARTIS BIOCIENCIAS S.A

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6ada3f3ea970c612487654", 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 datalayer.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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