NOVARTIS

Director AI Search & Visibility

Job ID
REQ-10090512

十月 29, 2026

Spain

摘要

Director, AI Search and Visibility

#LI-Hybrid
Location: Barcelona
Relocation Support: Yes

Are you ready to reimagine medicine for patients?

A new role has been created as part of our Customer Experience and Content Team. The Director AI Search and Visibility will be accountable for maximizing the visibility, discoverability, and relevance of Novartis content across AI-powered search ecosystems and traditional search environments. The role focuses on defining and executing the organization ' s Search Engine Optimisation (SEO), GEO, and AI search strategy, ensuring that content is structured, optimized, and distributed to perform effectively across search engines, LLMs, and emerging discovery platforms.

About the Role

Key Responsibilities:

- Define and lead the **AI Search & SEO strategy** across owned and earned channels, ensuring strong visibility in both traditional search engines and AI-driven discovery platforms (LLMs, assistants, generative search).
- Establish and implement **GEO (Generative Engine Optimization)** principles to improve how Novartis content is surfaced, interpreted, and reused by AI systems.
- Optimize **content structure, tagging, and taxonomy** to ensure machine readability, modularity, and reusability across search and omnichannel ecosystems.
- Partner with Content, Web, and Omnichannel teams to ensure all content is **search-optimized by design**, not retrofitted.
- Define and track **AI search visibility metrics**, including presence in LLM-generated responses, featured content surfaces, and search rankings.
- Lead **experimentation and innovation in AI search**, including prompt optimization, structured content frameworks, and emerging discovery formats.
- Collaborate with Data & Analytics teams to integrate **search performance insights into omnichannel planning and content strategy**.
- Ensure alignment with **compliance, governance, and brand standards** in all search and AI-related optimization activities.
- Build internal capability and awareness around **AI search trends, risks, and opportunities**, positioning Novartis as a leader in this space.

Essential Requirements:

- 10-12 years of relevant experience in technology development.
- Strong experience with search engine optimisation
- Experience working in Agile delivery models, including backlog management, sprint planning, and collaboration with global stakeholders.
- Strong stakeholder management and communication skills, with the ability to influence senior leaders and align priorities across markets.
- Proven ability to lead cross-functional teams in global or multi-market environments.
- Excellent facilitation and executive-level communication skills and driving decisions

Benefits & 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: 84,400.00 - 156,800.00 EUR

The base 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.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

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.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters. Long-term equity awards granted at group level may also be part of your package. Further details will be provided during the application process.

You may 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

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 working together–collaborating, supporting, and inspiring one another–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: Read our handbook to learn about all the ways we ' ll help you thrive personally and professionally: https://www.novartis.com/careers/benefits-rewards

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
€ 84,400.00 - € 156,800.00

部门
International

Business Unit
Marketing

地点
Spain

站点
Barcelona Gran V í a

Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmac é utica, S.A.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6ae331f8ed9f7172575449", 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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