NOVARTIS

Omnichannel Engagement Manager

Job ID
REQ-10090895

十月 28, 2026

Canada

摘要

#LI-Hybrid
Location: Toronto, Ontario
This role is based in City, Canada. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

This job posting is for an existing position

Explore, develop, implement and evaluate digital innovation solutions that address customer needs, while co-creating partnerships and collaborations with key stakeholders. Lead the delivery of projects across creative and marketing channels, including print and digital media, by coordinating plans through design, development and production to achieve agreed KPIs. Work with brand, technical and cross-functional teams to maximize value, provide strategic commercialization and analytics guidance, and support internal customers with evidence-based insights.

About the Role

Key responsibilities:

· Lead the planning and delivery of regional and global omnichannel projects, translating requirements into detailed plans, task-level estimates, timelines and quality objectives.

· Connect customer insights, content, field activity, digital engagement and data into integrated customer journeys that begin with the customer need and business objective.

· Partner with global and local Brand, Field, Customer Excellence, analytics, technical and other teams to align priorities and deliver coordinated customer experience without relying on direct authority.

· Identify resource gaps, delivery risks and competing priorities early, challenge siloed activity constructively, and help teams focus on the highest-value business problems.

· Use customer and engagement data to define meaningful KPIs, guide decisions, test approaches and continuously optimize journeys based on customer behavior and business impact.

· Design and scale practical omnichannel ways of working, including frameworks for segmentation, personalization, content, channel sequencing, measurement and next-best-action concepts.

· Build capability across brand and cross-functional teams through guidance, training and best-practice sharing, while promoting standardized, efficient and high-quality deliverables.

· Pilot solutions with priority brands, learn and adjust quickly, and deliberately expand successful approaches across appropriate brands and teams.

· Ensure required operational compliance, including reporting technical complaints, adverse events and special case scenarios related to Novartis products within 24 hours of receipt, and distributing marketing samples where applicable.

Essential Requirements:

· Relevant education and professional experience supporting commercial strategy, customer engagement or omnichannel delivery; pharmaceutical experience is highly valuable, and relevant experience from other industries is also welcomed.

· Demonstrated ability to design and optimize integrated customer journeys across field and digital touchpoints, including segmentation, personalization, channel sequencing and next-best-action concepts.

· Strong strategic problem-solving skills, with the ability to simplify ambiguous business challenges and translate customer insights and business objectives into practical action.

· Proven cross-functional influence and stakeholder leadership across Brand, Field, Customer

Excellence, analytics and related partners, including the confidence to challenge constructively without direct authority.

· Strong data literacy, including interpreting customer and engagement data, defining meaningful KPIs, developing test-and-learn approaches and using evidence to optimize outcomes; advanced analytics or coding is not required.

· Working knowledge of CRM and marketing automation platforms, customer data, consent and preference management, and the role of technology in coordinated customer engagement.

· Understanding of content and channel strategy, including audience, timing, modular or personalized content, and the practical requirements for scaling content across brands.

· Knowledge of pharmaceutical commercial environments, HCP engagement, brand planning, field-force models and regulatory or compliance considerations; practical awareness of AI, predictive analytics and automation is an advantage.

Rewards

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

Expected Remuneration Range for role:

· CAD 125,120 - 173,696

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.

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.

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. A full overview of your compensation package applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

At Novartis Canada, we are determined to be a valued partner and advocate, with a deep understanding of patient needs along the entire care journey - from drug development, to diagnosis, to access and beyond. Part of the way we are doing this is by leveraging data, technology, and partnerships.

Research & Development: we focus on four core therapeutic areas: Cardiovascular, Renal & Metabolic, Immunology, Neuroscience and Oncology. We also develop and deliver treatments through other promoted and established brands, which today are helping millions of patients. Over the last three years, our average annual research and development investment in Canada was over $30 million, and we conduct clinical trial research in every region throughout Canada.

Commitment to Diversity and Inclusion: Novartis is committed to building outstanding, inclusive work environment and diverse team ' s representatives 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
Marketing

地点
Canada

站点

Toronto

Company / Legal Entity
CA04 (FCRS = CA004) NOVARTIS PHARMA CANADA INC.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6ae2bb91a107e390905153", 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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