NOVARTIS

Digital Marketing Execution Lead

Job ID
REQ-10090899

十月 27, 2026

South Korea

摘要

The Digital Marketing Execution Lead ensures consistent digital visibility and engagement for selected products within the Commercial Portfolio. The role executes light touch digital engagement using approved channels and platforms, ensuring content remains relevant, compliant, and up to date. It manages digital content and channels in alignment with regulatory and safety requirements. The position collaborates with Execution Excellence (EE) for guidance and technology enablement, particularly on content availability and omnichannel (OC) utilization. It works closely with cross functional teams to support efficient, compliant digital execution that strengthens overall portfolio performance.

About the Role

Digital Engagement & Asset Visibility

- Conduct light - touch digital engagement to maintain visibility and awareness of selected

Commercial Portfolio products.
- Utilize approved digital channels and platforms to sustain simple, consistent engagement.
- Ensure digital assets remain active, visible, and aligned with key messaging.
- Monitor basic engagement signals to inform required content adjustments.
- Support Field Force roles if they are required in targeted fashion for specific product(s).

Digital Content & Channel Management

- Manage and update digital materials to ensure relevance, accuracy, and compliance.
- Upload, tag, and optimize content across approved systems and platforms.
- Ensure timely updates to reflect new information, safety data, or regulatory guidance.
- Maintain digital channel readiness for content deployment.

Compliance & Regulatory Alignment

- Ensure all digital content and activities meet regulatory, safety, and Standard Operating Procedure (SOP) requirements.
- Track and coordinate Medical, Legal, and Regulatory (MLR) reviews for required updates.
- Maintain documentation and audit readiness for all digital materials.
- Address compliance findings promptly and implement corrective actions.

Execution Excellence (EE) Collaboration

- Engage with EE for guidance on omnichannel (OC) utilization, analytics, and platform use.
- Apply EE recommendations to ensure content availability across relevant platforms.
- Leverage EE enablement for process clarity and digital execution improvements.
- Participate in alignment discussions to plan digital priorities and capacity.

Cross - Functional Collaboration

- Coordinate with Commercial Portfolio team, TAs, EE and international/region teams to align on digital needs.
- Support brand planning with input on available content, channels, and digital activation options.
- Work with Legal, Regulatory, and Quality teams to ensure compliant digital execution.
- Collaborate with Finance and Operations on budget tracking and execution processes.

Leadership & Culture

- Foster an engaged, high-performance culture with clear goals, coaching, and ongoing

development.
- Attract future ready talents, help them grow, and keep them engaged; strengthen succession and capability across the country organization.
- Lead by example with Novartis Leadership Expectations & Behaviours, encouraging transformation, strong performance, and a growth mindset.

Key performance indicators:

- Execution of insights & analytics services and related Strategic projects
- Performance on productivity and competitiveness, measured against goals & benchmarks .

Experiences

- Experience in digital marketing, digital content operations, or omnichannel execution
- 2+ years of direct team leadership, including hiring, coaching, performance management, and succession planning across cross-functional and cross-market teams, direct or indirect P&L management is an advantage (Preferred)
- Experience within regulated industries such as pharmaceuticals or healthcare.
- Hands - on experience managing digital content, platforms, and simple activation workflows.
- Familiarity with content management systems and approved digital channels.

Functional Capabilities

- Strong understanding of digital channels, content updates, and lifecycle management.
- Ability to manage platform readiness and ensure content availability.
- Knowledge of omnichannel execution principles and basic analytics interpretation.
- Ability to ensure adherence to MLR and SOP requirements.
- Skilled in coordinating digital materials across multiple systems.

Leadership Capabilities & Mindset

- Strong organization, communication, and follow - through skills.
- Ability to influence without authority and coordinate diverse stakeholders.
- Demonstrates proactive problem - solving and operational discipline.
- Matrix leadership and talent development: building high-performance, diverse teams; coaching, succession planning, and influencing across complex cross-functional and regional interfaces

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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)

部门
International

Business Unit
General Management

地点
South Korea

站点
Seoul

Company / Legal Entity
KR01 (FCRS = KR001) Novartis Korea Limited

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6ae2b6e71bef8823408362", 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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