

# Marketing Platforms & Digital Innovation Lead

Job ID  
REQ-10079322  
Июн. 24, 2026  
Великобритания  
Available in: English

## Сводка

The Marketing Platforms & Digital Innovation Lead is responsible for translating global digital strategy into localized, fit-for-purpose marketing technology and digital solutions. The role ensures effective deployment, optimization, and innovation of marketing and customer-facing platforms to support Commercial, Value & Access, and Medical Affairs teams. It plays a critical role in strengthening digital execution, enabling data-driven decision-making, and enhancing customer engagement across the organization.

## About the Role

## Key Responsibilities

- Lead the deployment, optimization, and governance of marketing platforms (e.g., SFMC, CRM, NovartisPro, Event platforms).
- Execute and localize the marketing technology roadmap aligned with international strategy.
- Ensure platform availability, performance, and issue resolution in collaboration with IT and external vendors.
- Manage vendor relationships and service levels to ensure high-quality delivery and business continuity.
- Support Value & Access and Medical Affairs through tailored CRM and platform enablement.
- Identify and prioritize digital innovation opportunities, including AI-driven and personalization capabilities.
- Translate business requirements into scalable platform features and enhancements.
- Drive adoption through change management, training, and continuous improvement initiatives.
- Provide insights on platform usage, adoption, and performance to senior stakeholders.

## Essential Requirements

- University degree in Business, Life Sciences, Computer Science, Engineering, or related field; advanced degree preferred.
- 5+ years of experience in digital, data, or marketing technology roles.
- Strong experience with MarTech platforms such as CRM, Salesforce, Marketing Automation, and web technologies.
- Proven ability to manage digital platforms and drive digital transformation initiatives.
- Understanding of regulatory and compliance requirements in healthcare/pharma.
- Experience with data management and integration across digital ecosystems.
- Strong stakeholder management and cross-functional collaboration skills.
- Ability to translate business needs into technical requirements.
- Strong digital innovation mindset with focus on improving business outcomes and customer experience.

## Why Novartis?

At Novartis, we reimagine medicine to improve and extend people's lives. We provide an innovative, collaborative environment where you can drive digital transformation and make a meaningful impact in healthcare. Join us to help shape the future of digital engagement and platform innovation.

**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  
£66,570.00 - £123,630.00

Дивизион

International

Business Unit

General Management

Место

Великобритания

Сайт

London (The Westworks)

Company / Legal Entity

GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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