

Associate Director, Product Owner Content Platform

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Сводка

Our ambition at Novartis is to be a recognized leader in Data, Analytics, AI & Platforms (DAP). Within Marketing Platforms, DAP is setting up a new content platform's product team to implement and manage platforms which support the end-2-end content journey for international, region and countries (IRC) to support and drive the commercial, medical and value & access activities.

About the Role

Associate Director/Product Owner Content Platform

#LI-Hybrid

Location: Barcelona, Spain

Novartis aims to be a recognised leader in Data, Analytics, AI & Platforms. Within Marketing Platforms, the team is building a content platform product capability to support the end-to-end content journey across international, regional and country teams. This includes enabling commercial, medical, and value and access activities through scalable, business-relevant platform solutions.

As Associate Director, Product Owner Content Platform, you will own product outcomes for a defined capability area, such as Planning, Authoring, DAM/MLR, or Distribution. You will combine strategic product thinking with hands-on delivery leadership, helping turn business needs into clear priorities, practical solutions and measurable value.

Key Responsibilities

- Contribute to the product vision, objectives, value definition and roadmap for the assigned capability area.
- Translate business needs into clear epics, features, user stories and acceptance criteria, supported by business analysis where needed.
- Own and prioritise the product backlog, ensuring delivery is aligned with business outcomes and user needs.
- Make day-to-day product decisions, manage delivery trade-offs and support dependency management across teams.
- Lead feature validation and quality ownership, ensuring solutions meet business intent, usability expectations, compliance requirements and regulatory standards.
- Support adoption by acting as a trusted subject matter resource, delivering hands-on training and gathering user feedback to inform continuous improvement.
- Partner with Customer Success Managers to develop training materials, playbooks and best-practice guidance.
- Work closely with stakeholders across Data, Analytics, AI & Data Science, CLS, Medical, Value & Access, IRC, S&G, DDIT, BSI and commercial teams.
- Monitor product performance, adoption and delivery KPIs, identifying opportunities to improve platform value and user experience.
- Stay current with emerging trends and best practices in marketing platforms and content technology.

Requirements

- A university degree is preferred, ideally with an advanced degree in business, technology or a related field.
- Typically 7+ years of experience working in a product development team.
- Typically 5+ years of experience with content platforms, marketing technology or DAM ecosystems preferred.
- Demonstrated experience managing and prioritising backlogs in complex, cross-functional environments.
- Ability to write clear, detailed user stories and acceptance criteria.
- Experience working with distributed teams across regions and time zones.
- Collaborative working style, with the ability to connect business needs, user experience and technical delivery.
- Experience with named content, marketing or commercial platforms is also valued, including Wrike, Monday.com, ScreenDragon, Aprimo, Veeva PromoMats, Activator, Shaman, Veeva CRM and Salesforce Marketing Cloud.

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: 70,000.00 - 130,000.00 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.

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/novartis_com/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 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

€70,000.00 - €130,000.00

Дивизион

International

Business Unit

Marketing

Место

Испания

Сайт

Barcelona Gran Vía

Company / Legal Entity

ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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