

Omnichannel Associate

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Австралия
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Сводка

At Novartis, our purpose is to reimagine medicine to improve and extend people's lives. We are looking for an Omnichannel Content Activation Associate to join our Execution Excellence team in a newly created role focused on strengthening how we deliver high-quality content and connected customer experiences across digital and field channels.

In this role, you will help translate customer journeys into practical omnichannel execution, ensure approved content is ready for activation across key platforms, and use performance insights to continuously improve execution standards. This is a unique opportunity to shape a new capability and make a meaningful contribution to how Novartis drives customer excellence and commercial impact.

About the Role

Content Readiness and Activation Standards:

- Maintain end-to-end standards and processes for promotional content readiness and activation for Commercial and 'non-promotional' content for Medical and V&A, from receipt of global/central materials to local "activation-ready" status, aligned with International teams.
- Ensure that content created by our brand teams (TAs), Value & Access (V&A), Communications & Patient Advocacy is prepared to be used on field and functional technology platforms (e.g. Oncore CRM, iCVA), in alignment with compliance and quality standards.
- This role sets and enables activation standards, coordinates readiness across teams, and supports execution in key platforms, while final content ownership remains with brand and functional teams.

Omnichannel Orchestration and Customer Journeys:

- Translate validated customer journeys into practical omnichannel orchestration guidance (channel mix, sequencing, cadence) to ensure a seamless and integrated experience across channels, aligned with our commercialisation framework (ICE).
- Execute Omnichannel customer journeys in technological systems such as SFMC and Oncore.
- Partner with brand and TA teams to align channel plans and content usage with agreed customer journeys, ensuring that omnichannel plans are realistic, compliant and operationally executable.
- Monitor and share insights on channel performance, customer experience and journey adherence to inform continuous refinement aligned to our customer engagement framework (ICE) standards.

Tagging and Data-Driven Continuous Improvements:

- Oversee standards and governance for content tagging, DAM (Digital Asset Management)/Veeva Vault uploads and MLR (Medical, Legal, Regulatory) processes, ensuring consistency of execution across TAs, Medical and V&A, while day-to-day execution is performed by respective content owners.
- Collaborate with EE Data, Analytics & Platforms (DAP) and technology owners (e.g. CRM, field systems, SFMC) to ensure that content and journey data are available, reliable and structured to support reporting and analytics of ICE Dashboards.

Collaboration and Capability Building:

- Lead the intake and prioritization process for international-to-local content and omnichannel requests, applying a clear framework to determine what gets supported and when. Manage trade-off decisions across TAs / functions capacity management / resource allocation with support of Customer Excellence and Capability Building Head
- Support handshake meetings between APMA and local brand teams as per Content & Campaign Operating Model to ensure the model is well adopted; content production remains a TA remit.

Experience required:

- 2+ years of experience in commercial excellence, omnichannel marketing, marketing operations, agencies or similar roles in pharmaceuticals, life sciences or other highly regulated environments
- Demonstrated experience in channel orchestration, including working with CRM, SFMC or similar marketing automation platforms, and digital / field content tools (e.g. iCVA)
- Experience driving execution standards, process improvement or operational excellence for customer-facing activities (e.g. content, campaigns, field execution)
- Proficiency in using and interpreting execution and engagement metrics (e.g. content usage, channel performance, cycle times) to identify gaps and drive continuous improvement.
- Familiarity with compliance and governance requirements for promotional and scientific content in a regulated environment (MLR, promotional vs non-promotional content)
- Execution excellence mindset – structured, proactive, focused on simplifying ways of working and increasing consistency in execution.
- Resilient, collaborative and comfortable with change and ambiguity, aligned with Novartis values and compliance-driven leadership behaviours.
- Ethical mindset and aligned with Novartis values.

This is a newly created role with the opportunity to shape how Novartis activates content and orchestrates customer experiences across digital and field channels. You

will help translate customer journeys into practical execution, ensure content is ready for use across key platforms, and use performance insights to continuously improve how we engage customers.

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 \(PDF 30 MB\)](#)

Дивизион
International
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General Management
Место
Австралия
Сайт
New South Wales (NSW)
Company / Legal Entity
AU04 (FCRS = AU004) Novartis Pharmaceuticals Australia Pty Ltd
Functional Area
Продажи
Job Type
Full time
Employment Type
Regular
Shift Work
No

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