

Digital marketing execution manager

Job ID
REQ-10084170
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Китай
Available in: English

Сводка

About the role:

We are seeking a (Senior) digital execution manager – for CP&NS brands to ensure consistent digital visibility and engagement for selected products within the Commercial Portfolio. In this role, you will execute targeted digital engagement using approved channels and platforms, ensuring digital content remains relevant, compliant, and up to date.

The role manages digital content and channels in alignment with regulatory and safety requirements, while collaborating with Execution Excellence (EE) for guidance and technology enablement, particularly on content availability and omnichannel (OC) utilization.

You will work closely with cross-functional teams, including TAs, EE, Legal, Regulatory, CLS in-market brands, regional/country Commercial Portfolio teams, digital agencies, platform vendors and compliance stakeholders, to support efficient, compliant digital execution that strengthens overall portfolio performance.

About the Role

Key Responsibilities :

- Conduct digital engagement, including Virtual/AI Rep and other digital channels and platforms, to maintain visibility and engagement for selected products within the Commercial Portfolio.
- Manage content and channels by updating and optimizing digital materials to maintain relevance, brand consistency, and safety/regulatory compliance.
- Ensure all digital content and activities comply with medical, legal, regulatory, quality, SOP, safety, and company requirements.
- Track and coordinate Medical, Legal and Regulatory (MLR) review processes for content and channel updates, maintain audit-ready digital documentation, and support timely resolution of compliance observations.
- Partner with Execution Excellence (EE) to optimize omnichannel utilization, digital analytics, platform enablement, and content availability, while adopting execution best practices.
- Explore and support AI-enabled digital engagement approaches to enhance HCP engagement and customer experience, with clear business objectives, implementation milestones, learnings and scale-up recommendations.
- Support TA patient services and solutions execution, including KPI tracking, and support Field Force roles when required in a targeted fashion for specific product(s).
- Coordinate with Commercial Portfolio teams, TAs, EE, international/region teams, Legal, Regulatory, Quality, Finance, Operations, digital agencies and platform vendors to align on digital needs, budget tracking and compliant execution processes.

Commitment to Diversity and Inclusion / EEO:

Novartis is committed to building an outstanding, inclusive work environment and diverse team's representative of the patients and communities we serve.

Essential Requirements:

- Bachelor's degree or above in business, marketing, pharmaceuticals, medicine, digital health, data analytics, or a related field.
- 8+ years of experience in the pharmaceutical, healthcare, digital health, commercial excellence, or management consulting field; experience in commercial strategy or digital transformation is preferred.
- Hands-on experience in digital engagement, omnichannel execution, Virtual Rep, AI-enabled HCP engagement, or digital content/channel management.
- Demonstrated ability to translate business needs into practical digital solutions, with solid understanding of HCP engagement journeys, content governance, data-driven performance tracking, and continuous optimization.
- Proven ability to collaborate across/within TA, Legal/Compliance, IT, digital innovation teams, and external vendors to drive compliant and high-quality execution.
- Strong project management, analytical thinking, stakeholder management, and communication skills, with the ability to manage ambiguity and drive execution in a fast-changing business environment.
- Fluent Mandarin and English, with the ability to communicate effectively with both local and global stakeholders.

Desirable Requirements:

- Experience in patient services, patient solutions, or TA-level program execution and KPI tracking is a plus.
- Experience supporting digital engagement initiatives, Virtual/AI Rep, AI-enabled HCP engagement pilots, or omnichannel execution for commercial portfolio brands is preferred.

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

Business Unit

General Management

Место

Китай

Сайт

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.china@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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