

Director, Customer & Content Strategy, Renal

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REQ-10085611
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Испания
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Сводка

The Director Customer and Content Strategy, Renal will be responsible for devising and implementing marketing functional solutions that drive a scale and tangible impact. This role will provide 'Thought Leadership' abilities and expertise in shaping Brands and / or New Product strategies for a franchise as well as direct line management of a Brand Insights team to deliver tactical and strategic analyses for the portfolio. Design, coordinate, support commercial business decisions identify potential marketplace opportunities. To support sustainable growth in the region as well as to leverage strong commercial execution capabilities, provide expertise on specific areas such as Commercial Excellence, Digital and Launches while helping to co-ordinate and leverage the execution of commercial plans and growth initiatives across the region.

About the Role

#LI-Hybrid

Location: Barcelona, Spain

Welcome to where we thrive!

Our ambition at Novartis is to reimagine medicine by strategically transforming how content is created, adapted, and delivered across international markets—ensuring that every content decision is anchored in customer insight, brand priorities, and measurable impact.

The Director, Customer and Content Strategy will lead the development of customer-centric strategies, content approaches, and marketing experiences that support the renal portfolio across international markets. The successful candidate will bring renal therapy area experience, ideally across IgAN and/or C3G, with the ability to translate deep disease area understanding, patient and HCP insights, and market dynamics into impactful customer engagement strategies. Working as a strategic bridge between brand strategy and execution, this role will partner closely with cross-functional teams, key countries, agencies, and enabling functions to translate insights into impactful campaigns, content, congress experiences, and omnichannel engagement plans.

Key Responsibilities

- Lead the development of customer and content strategies that translate brand objectives, customer insights, market needs, and data into clear engagement priorities.
- Collaborate with brand teams, priority markets (top 10), medical, legal, compliance, insights, channel, delivery, and agency partners to co-create high-quality campaigns, content, and customer experiences.
- Own the strategic direction and lifecycle management of promotional and disease education content, ensuring consistency, quality, compliance, and relevance across markets and channels.
- Drive omnichannel planning by aligning customer segments, key messages, content formats, channel priorities, and performance measures.
- Support the development and execution of congress strategies, including customer experience concepts, booth engagement, content materials, team briefings, and post-congress follow-up approaches.
- Apply strong storytelling, behavioral science, customer experience design, and personalization principles to content development and campaign planning.
- Serve as the primary interface between brand strategy and marketing execution, connecting business needs with the right expertise across the broader organization.
- Use customer insights, performance data, and market feedback to continuously optimize content, campaigns, and engagement approaches.
- Manage the agency partners and internal resources to deliver high-quality outputs on time and in line with strategic objectives.
- Budget management also a key responsibility.
- Contribute to a collaborative, performance-driven culture with a strong focus on enterprise thinking, accountability, innovation, and customer impact.

Minimum Requirements

- Minimum 8-10 years of experience in pharmaceutical, biotech, healthcare, or another highly regulated commercial environment.
- Strong country-level marketing and/or sales experience, and/or Execution Excellence, ideally including brand leadership responsibility.
- At least 4–5 years of brand-specific commercial leadership experience as part of an in-country, regional, above-country, or global commercial brand team.
- Demonstrated experience leading cross-functional initiatives from strategy through execution.

Desirable Requirements

- Relevant renal therapy area experience, ideally including IgAN and/or C3G, with understanding of nephrology customer needs, treatment pathways, disease education, and launch or lifecycle considerations.
- Experience in a regional, above-country, or global commercial role.
- Experience in international market coordination, including collaboration with priority markets.
- Exposure to launch preparation, launch execution, or lifecycle management of brands.
- Direct people leadership experience, including direct management or leadership of project-based teams.

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: 84,400.00 - 156,800.00 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: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

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Primary location salary range

€84,400.00 - €156,800.00

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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