NOVARTIS

Digital Marketing Execution Lead

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Южная Корея

Сводка

The Digital Marketing Execution Lead ensures consistent digital visibility and engagement for selected products within the Commercial Portfolio. The role executes light touch digital engagement using approved channels and platforms, ensuring content remains relevant, compliant, and up to date. It manages digital content and channels in alignment with regulatory and safety requirements. The position collaborates with Execution Excellence (EE) for guidance and technology enablement, particularly on content availability and omnichannel (OC) utilization. It works closely with cross functional teams to support efficient, compliant digital execution that strengthens overall portfolio performance.

About the Role

Digital Engagement & Asset Visibility

- Conduct light-touch digital engagement to maintain visibility and awareness of selected Commercial Portfolio products.
- Utilize approved digital channels and platforms to sustain simple, consistent engagement.
- Ensure digital assets remain active, visible, and aligned with key messaging.
- Monitor basic engagement signals to inform required content adjustments.
- Support Field Force roles if they are required in targeted fashion for specific product(s).

Digital Content & Channel Management

- Manage and update digital materials to ensure relevance, accuracy, and compliance.
- Upload, tag, and optimize content across approved systems and platforms.
- Ensure timely updates to reflect new information, safety data, or regulatory guidance.
- Maintain digital channel readiness for content deployment.

Compliance & Regulatory Alignment

- Ensure all digital content and activities meet regulatory, safety, and Standard Operating Procedure (SOP) requirements.
- Track and coordinate Medical, Legal, and Regulatory (MLR) reviews for required updates.
- Maintain documentation and audit readiness for all digital materials.
- Address compliance findings promptly and implement corrective actions.

Execution Excellence (EE) Collaboration

- Engage with EE for guidance on omnichannel (OC) utilization, analytics, and platform use.
- Apply EE recommendations to ensure content availability across relevant platforms.
- Leverage EE enablement for process clarity and digital execution improvements.
- Participate in alignment discussions to plan digital priorities and capacity.

Cross-Functional Collaboration

- Coordinate with Commercial Portfolio team, TAs, EE and international/region teams to align on digital needs.
- Support brand planning with input on available content, channels, and digital activation options.
- Work with Legal, Regulatory, and Quality teams to ensure compliant digital execution.
- Collaborate with Finance and Operations on budget tracking and execution processes.

Leadership & Culture

- Foster an engaged, high-performance culture with clear goals, coaching, and ongoing development.
- Attract future ready talents, help them grow, and keep them engaged; strengthen succession and capability across the country organization.
- Lead by example with Novartis Leadership Expectations & Behaviours, encouraging transformation, strong performance, and a growth mindset.

Key performance indicators:

- Execution of insights & analytics services and related Strategic projects
- Performance on productivity and competitiveness, measured against goals & benchmarks .

Experiences

- Experience in digital marketing, digital content operations, or omnichannel execution
- 2+ years of direct team leadership, including hiring, coaching, performance management, and succession planning across cross-functional and cross-market teams, direct or indirect P&L management is an advantage (Preferred)
- Experience within regulated industries such as pharmaceuticals or healthcare.
- Hands-on experience managing digital content, platforms, and simple activation workflows.
- Familiarity with content management systems and approved digital channels.

Functional Capabilities

- Strong understanding of digital channels, content updates, and lifecycle management.
- Ability to manage platform readiness and ensure content availability.
- Knowledge of omnichannel execution principles and basic analytics interpretation.
- Ability to ensure adherence to MLR and SOP requirements.
- Skilled in coordinating digital materials across multiple systems.

Leadership Capabilities & Mindset

- Strong organization, communication, and follow-through skills.
- Ability to influence without authority and coordinate diverse stakeholders.
- Demonstrates proactive problem-solving and operational discipline.
- Matrix leadership and talent development: building high-performance, diverse teams; coaching, succession planning, and influencing across complex cross-functional and regional interfaces

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
Южная Корея
Сайт
Seoul
Company / Legal Entity
KR01 (FCRS = KR001) Novartis Korea Limited
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Novartis are Equal Opportunity Employers and take pride in maintaining a diverse environment. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, gender, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential.

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