

# 349145BR - Director, Channel Enablement and Optimization Governance

Job ID

REQ-10022235

Sep 13, 2024

USA

## Summary

Bringing life-changing medicines to millions of people, Novartis sits at the intersection of cutting-edge medical science and innovative digital technology. As a global company, the resources and opportunities for growth and development are plentiful including global and local cross functional careers, a diverse learning suite of thousands of programs & an in-house marketplace for rotations & project work. With a strong medicines pipeline our current transformation will not just deliver growth for our business but continue to allow us to bring innovative medicines to patients quickly.

Novartis is on a journey to transform to a content-centric, omni-channel marketing approach which is projected to exponentially increase our digital asset inventory. The Director, Digital Content Governance & Optimization, is a key member of the Marketing Process, Policy and Operational Excellence Leadership Team. This role will accelerate our operational transformation by acting as a strategic business partner with a unique ability to convert commercial objectives into structured content submission strategies to support the Material Approval Process (MAP; MLR), oversee Above-Brand review, support operationalizing strategic programs, ensure ADA Accessibility, and socialization in the Novartis centralized Design System to reduce operational effort, ensure talent utilization is optimized for maximum impact, while leading a high performing team navigating a rapidly changing environment.

#LI-Hybrid

## About the Role

### Key responsibilities:

- Team Leadership & Talent Development - Lead a team of associates responsible digital content operational strategy and governance that designs solutions to improve content re-use, operational efficiency, consistent execution, and compliance standards leading to measurable speed and cost reduction. Establish priorities for team to deliver on objectives, develop talent, and foster curiosity
- Build and Optimize Omnichannel Content Delivery Capabilities - Collaborate across Novartis Network to evaluate business need, collect stakeholder input, prioritize via impact/effort, and co-create solutions that meet the customer need in a multi- workstream environment; Provide inputs to the Training & Communications team for optimal adoption; Simplify operational complexities, challenge status quo, explore the art of the possible. Use Agile methodologies – Scrum and KanBan
- Above-Channel Content Compliance - Establish and optimize digital content standards including ADA Digital Accessibility, Digital Property Registrations, and Social Contracting; Deliver single source of truth

to organization and external agency partners on how to execute the Novartis Way; Optimize structured submission requirements for efficiency in the Material Approval Process (MAP), reducing effort.

- Governance Oversight - Run and optimize the Marketing Implementation Support Team (MIST) US-above brand board accountable to drive efficiency, upstream compliance direction, and improve ROI of strategic investments.
- Continuous Improvement Collaboratively develop, socialize, and execute action plans to improve operational effectiveness; Influence positive change on MAP-adjacent/ dependent operations
- KPIs - Provide quarterly business updates on progress/barriers toward making MAP a competitive advantage through quantitative (e.g. Quality, Throughput Time, Content Re-use, Volume) and qualitative (e.g. Retrospectives, AARs) analysis.
- Project Management Lead for projects or work streams under NGE (Next Generation Engagement)

This role is based in East Hanover, NJ. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

**Essential requirements:**

**Education:** BA/BS degree in Business, Digital Analytics, Engineering, Computer Science, Marketing, Communications, or similar field

**Experience:**

- Minimum of 8 years' experience in marketing/operations role including 3 years of people leadership.
- Working knowledge of FDA guidance for industry & promotional review/approval process (PRC, MLR, MAP)
- Working knowledge of Integrated Marketing Management technology to support innovation/automation (Aprimo, ScreenDragon, Workfront, Veeva PromoMats, SFMC, Adobe Experience Cloud or other relevant technology)
- Agile Scrum or Product Owner certification
- Proven ability to convert insights to business impact
- Excellent written/verbal communication skills; comfortable presenting to large and small groups
- Strong leadership and motivation skills with ability to inspire change

**Desirable requirement:**

- Pharmaceutical industry experience
- MBA a plus

**Commitment to Diversity and Inclusion/EEO paragraph:** Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

The pay range for this position at commencement of employment is expected to be between \$174,400 and \$261,600/year; however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary

payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

**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>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:  
<https://talentnetwork.novartis.com/network>

Division

US

Business Unit

Innovative Medicines

Location

USA

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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2. <https://talentnetwork.novartis.com/network>
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