

## AD, Creative & Digital Production, Web Operations

Job ID  
REQ-10050278

5月 11, 2025

USA

### 摘要

The Associate Director, Creative & Digital Production (CDP), Web Operations will manage and optimize Website Content Design and Authoring (WCDA) operations, as part of the Centralized Asset Services Team (CAST). As an internal organization, CAST drives value for our stakeholders, coordinating across the network to support the Novartis mission to improve patients' lives.

This “in-house” capability for website design and authoring operations across all US-promoted brands, ensures full compliance on all related assets; and achieves measurable operational efficiencies, quality and cost savings goals. This role will ensure our in-house service can effectively and efficiently establish all capabilities with consistent standards and processes that are fit for purpose. The role will manage the end-end process, driving adoption and enabling operational & delivery excellence in the evolving needs of the business. This individual will be a key interface to drive operational excellence across Integrated Marketing Operations (IMO), holding companies, and all related stakeholders. The role will lead co-located (US, India, Mexico, Ireland, etc.) teams to continuously enhance and elevate the SFMC operations to ensure excellence, consistently and efficiencies. By partnering with IMO colleagues and other functions, it will enable the MO function to operate more strategically, with agility, speed, and execution excellence.

This position is based in East Hanover, NJ and will not have the ability to be located remotely. This position will require 10-15% travel as defined by the business (domestic and/or international). Please note that this role would not provide relocation and only local candidates will be considered. #LI-Hybrid

## About the Role

### Key responsibilities:

- Lead delivery, governance and operations of the centralized WCDA services from end-to-end, including active leadership and visioning, planning, implementation and operation, stakeholder and communication management, to ensure it meets time, cost and quality requirements
- Serve as the point of contact for business, interpreting requirements and needs to offer suitable solutions and develop partnership and integrated solutions. Monitor and control the execution of the program through all phases, to ensure the timely delivery of services and outcomes and manage risks & issues.
- Partner with Drupal platform product team to understand the roadmap and enable the scaled operations for new features or releases. Coordinate with IT stakeholders to ensure the complaint content deployment.
- Plan, mobilize and manage cross-functional program teams across divisions and geographical boundaries, including management of resource phasing, solution roles and responsibilities, and establishing a high-performance team and environment, to drive high-quality delivery
- Identify and implement automation techniques to reduce manual task, increase resource productivity. Design & implement scalable operational model to address new launch requirements without increase in spend, to do more with less
- As functional lead for WCDA Operations, motivate and develop people across locations, demonstrating Novartis values and behaviors, driving positive change and enhancing internal capabilities/skill-sets
- Identify, contribute to, champion and embed delivery processes/standards, and continuous improvement initiatives across the team
- Ensure operational and performance metrics and benchmarks are in place, optimized, achieved and remediation plans are in place and adhered to, while adhering to regulatory and compliance process
- Proactively manage work volume, track progress against agreed timelines, and prioritize resources to meet overall project and solution objectives. Provide insight and input to optimize the effectiveness of brand WCDA Operations requests and services, to drive greater agility and flexibility
- Provide financial management and oversight of the team, including performance and productivity, bottom-line operating costs, and quality performance

### Essential Requirements:

- 5+ years ' commercial experience in the area of design/marketing/program management within creative /advertising/consulting agencies, in-house agency or Marketing department,

including leading and managing service resource/people management/planning across multifunctional teams and complex matrix environments

- Experience having led and implemented commercial and/or Marketing Operations and respective best practices across the pharmaceutical industry with ability to translate into commercial strategy
- Understanding of regulatory guidelines and implications of brand strategy related to website development
- Excellent cross-functional skills with the ability to work and lead a cross-functional team in a matrix environment. Strong process/project management skills.
- Strong presentation, interpersonal, verbal and written communication skills.
- Demonstrated leadership experiences and capabilities including the ability to influence and collaborate with peers, develop/coach others, and oversee/guide the work of other colleagues to achieve meaningful outcomes and create business impact
- Relevant program management experience in managing large enterprise programs/teams across functions and locations in a matrix structure
- Track record of operational excellence including financial and operational metrics and accountability
- Ability to thrive in a complex matrix organization, acting as a voice of discipline and structure, to enable the development and deployment of operational solutions that meet the needs of the business

#### Desirable Requirements:

- Experience in content management in CMS platforms

The pay range for this position at commencement of employment is expected to be between \$152,600 and \$283,400/year; however, while salary ranges are effective from 1/1/25 through 12/31/25, 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>

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>

## EEO Statement:

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## Accessibility & Reasonable Accommodations

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 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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US

Business Unit  
Universal Hierarchy Node

地点  
USA

状态

New Jersey

站点

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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