

## Online Engagement Specialist

Job ID  
REQ-10054115

6月 09, 2025

Panama

### 摘要

Drive digital transformation initiatives by developing and managing comprehensive engagement strategies for healthcare professionals and patients. This strategic role combines digital innovation, governance excellence, and system ownership to accelerate time-to-market for high-value customer solutions while ensuring full regulatory compliance across all digital touchpoints.

### About the Role

### Major Accountabilities

#### 1. Digital Strategy Development & Brand Alignment

- Propose, develop, and manage tailored digital engagement strategies that effectively interact with healthcare professionals and patients
- Align digital initiatives with specific brand needs and strategic objectives

- Drive innovation in customer engagement approaches across diverse therapeutic areas

## 2. Strategic Planning & Stakeholder Collaboration

- Partner closely with digital business owners throughout the strategic planning cycle to proactively design digital engagement activities
- Provide expert guidance on digital governance frameworks and requirements
- Pre-engage supporting functions to identify and address potential challenges early in the process
- Facilitate strategic discussions around known problem statements and solution development

## 3. Digital Governance Champion

Serve as the central authority for digital governance, working seamlessly with digital business owners and cross-functional teams including Legal, Brand Protection, Procurement, Ethics, Risk & Compliance, Data Privacy, Information Security, Regulatory Affairs, Patient Safety, and Quality Assurance.

Key Responsibilities:

- Single Point of Contact: Act as the primary liaison for all digital governance matters
- Integration Leadership: Support digital business owners in orchestrating local compliance requirements
- Decision Clarity: Provide clear guidance on decision mandates and responsibilities across supporting functions
- Audit Leadership: Lead back-office operations during audits and inspections related to digital governance

## 4. Business System Owner (BSO) Excellence

Take full operational responsibility for system governance, data management, and end-to-end oversight of digital platforms.

Core Functions:

- System Governance Leadership: Maintain real ownership of assigned systems and define future strategic direction
- Business Process Expertise: Deep understanding of relevant business processes and supporting system architecture
- Outcome Definition: Establish and monitor expected business outcomes supported by applications
- Workflow Optimization: Document and clarify business workflows, terminology, and critical functions
- System Accessibility: Ensure system availability and accessibility across the organization

## Additional Specifications

### Project Excellence

- Deliver all projects on-time within stipulated deadlines
- Integrate seamlessly with design teams responsible for omnichannel initiative planning and deployment
- Apply advanced project management methodologies to ensure successful execution

## Key Performance Indicators (KPIs)

- Stakeholder Satisfaction: Achieve high satisfaction ratings from digital business owners regarding support and information delivery
- Speed-to-Market: Accelerate time-to-market for digital engagement activities and innovation/pilot trials
- Compliance Excellence: Maintain 100% compliance across all digital governance requirements

## Candidate Profile

### Education & Qualifications

- University degree required
- Languages: Fluency in Spanish and English

### Essential Experience

- Project Management: Proven track record in managing complex, multi-stakeholder digital projects
- Agency Management: Experience working with external agencies and vendor relationships
- Digital Expertise: Strong digital acumen with understanding of current and emerging technologies
- Data Analytics: Proficiency in data analysis and performance measurement

### Core Competencies

- Active Listening: Exceptional ability to understand stakeholder needs and requirements
- Communication Excellence: Outstanding verbal and written communication skills across diverse audiences
- Cross-functional Collaboration: Proven ability to work effectively with multiple departments and stakeholders

### Technical & Functional Skills

- Digital platform management and optimization
- Regulatory compliance in pharmaceutical/healthcare digital environments
- System governance and business process optimization
- Data privacy and security protocols
- Omnichannel strategy development and execution

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部门

International

Business Unit

Universal Hierarchy Node

地点

Panama

站点

Panama

Company / Legal Entity

PA13 (FCRS = PA013) Novartis Panama, S.A.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work  
No

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