

Director, Omichannel & Content Analytics

Job ID
REQ-10057637

7月 21, 2025

Switzerland

摘要

Novartis aims to be a recognized leader in Data, Analytics, AI, and Platforms (DAP). The DAP group is seeking a Director of Omnichannel and Content Performance Analytics to lead strategy to execution, driving innovation, measuring, analyzing, and optimizing the effectiveness and impact of our omnichannel marketing initiatives and content strategies.

Your responsibilities will include translating commercial data into actionable insights that enhance customer experience, improve campaign performance, and maximize our return on investment. This position will leverage analytics leveraging 1st, 2nd and 3rd party data to enrich customer interactions and manage the performance of commercial

The goal of this role is to enable and manage omnichannel and content analytics solutions for international regions and countries (IRC) to support, drive & optimize commercial activities. You will collaborate with the Data, Analytics, and Marketing Platforms teams, as well as other Commercial Launch Strategy (CLS) groups, International, Region & Countries (IRC), Ethics, Risk & Compliance (ERC), Strategy & Growth (S&G), Data, Digital & IT (DDIT), Business Solutions International (BSI), and others, to scale impactful and valuable omnichannel and content analytics solutions across Novartis' commercial value chain.

About the Role

Location: Basel, Switzerland #LI-Hybrid

Key Responsibilities:

- **Drive Omnichannel Reach & Effectiveness Measurement:** Develop and implement robust measurement frameworks for omnichannel campaigns, encompassing various customer segments and touchpoints. Analyze channel usage and reach metrics. Assess campaign reach by customer segment and track the percentage of HCPs reached by omni-channels. Monitor and report on Patient Support Program (PSP) effectiveness.
- **Content Performance Analysis:** Establish and track key performance indicators for content effectiveness and Content Impact measurement. Measure the impact of content on customer engagement and progression. Evaluate the effectiveness of content in driving interactions and. Identify the most used content and content themes by different customer segments and motivational stages.
- **Campaign & Channel Performance Analysis:** Conduct in-depth analysis of channel performance, including channel level response curves, ROI measurement, channel spend, and profitability analysis. Perform campaign-level impact analysis (e.g., NBA/ICE/ Impact measurement). Analyze the right 'type' of content used with the 'right type' of HCP based on motivational segment and adoption ladder stage.
- **Insights & Optimization:** Translate complex data findings into clear, concise, and actionable recommendations for marketing & Cx teams. Develop and present comprehensive insight on marketing performance to stakeholders at all levels. Identify opportunities for optimization across omnichannel campaigns and content strategies to improve effectiveness, impact, and business outcomes. Contribute to the continuous improvement of our marketing measurement methodologies and tools.
- **Business Impact & Value:** Collaborate with business stakeholders to understand key business questions and design analytics solutions to address them. Quantify the business impact and value of marketing initiatives and content, including post-interaction results. Monitor HCP behavioral shifts along the adoption ladder in response to marketing exposure. Contribute to overall satisfaction scores based on HCPs by VOC category driving business performance and opportunities.
- **Work closely with country data and analytics teams** to carefully customize the Omni channel & content, analytics for local needs while preserving standardization for implementing Omni channel & content analytics at scale and speed.
- **Partner with Data, Analytics Marketing Platforms teams, other CLS teams, IRC, S&G, DDIT, BSI, and other commercial teams** to identify key opportunities and issues, manage reporting and dashboarding solutions, and translate the solutions and outcomes to business partners to

drive tangible business impacts.

- Accountable and responsible to plan and manage budget, resources, timelines of the solutions lifecycles and change management plans and delivery.
- You will be responsible for designing, building, deploying, and operating commercial analytics products to maximize the potential of omnichannel and content strategies for therapy areas and customer market activation teams at both country and international levels. This role requires a strong understanding of country marketing organisations, data, and analytics to design, build, and operate solutions that effectively deliver products.

Essential Requirements:

- Graduate degree, master's in a quantitative field (Data Science, business analytics or related quantitative field. etc.)
- 10+ years of experience in pharma, biotech, or healthcare, specializing in data analytics, AI, and omnichannel or commercial operations.
- Demonstrated experience supporting markets both within the country & beyond the country level in a regional or global capacity.
- Proven experience with business intelligence tools like Power BI, Orchestrated analytics and mar tech. platforms (Veeva CRM, SFMC, Events, 3rd party agency).
- Strong understanding of HCP journey analytics, Campaigns, segmentation, targeting, and omnichannel orchestration. Excellent stakeholder engagement across marketing, Cx and medical teams.
- Strong understanding of end-to-end pharma value chain (Discovery, Development and Commercialization process) and experience with field analytics, marketing and Omni channel & content analytics.
- Experience with Agile ways of working on designing, building, and operating products as a life cycle to drive incremental value drops.
- Fluent English speaker.

Benefits and Rewards

Read our handbook to learn about all the ways we 'll help you thrive personally and professionally:
[Novartis Life Handbook](#)

Commitment to Diversity and Inclusion / EEO:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, be-cause of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or to receive more detailed information about the essential functions of a

position, please send an e-mail to inclusion.switzerland@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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>

部门
International

Business Unit
Universal Hierarchy Node

地点
Switzerland

站点
Basel (City)

Company / Legal Entity
C028 (FCRS = CH028) Novartis Pharma AG

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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