

Digital Manager

Job ID
REQ-10062122

9月 22, 2025

Belgium

摘要

The Digital Manager leads the digital/AI culture, innovation and infrastructure, across the Novartis BeLux organization.

About the Role

Accountabilities

Digital culture

- Cultivate a strong digital and AI mindset across all BE&E and Marketing teams, identify opportunities to increase digital savviness
- Map and build relationships with key digital stakeholders in the market (eg. local innovation forums, conferences, etc.)
- Lead the digital upskilling of the organization and facilitate as needed in collaboration with

learning and capabilities

AI & Digital innovation

- Translate internal simplification and business needs into digital/AI-driven opportunities
- Capitalize on external digital/AI trends and emerging technologies in the pharmaceutical and medical environment, to propose solutions that can support overall business growth across our business and TAs

Digital governance

- Develop and implement a comprehensive digital marketing roadmap (digital marketing channels, projects, measurement tools) tailored for BeLux, based on International and Western European Cluster (WEC) direction and priorities - align with BE&E objectives and cross-TA needs.

Digital Infrastructure

Be the platform expert and local-international SPOC for Marketing Tech and CRM systems

Be the technical expert on social media platforms

- Responsible for platform integration and readiness in local infrastructure
- Responsible for data compliance, IT security standards, troubleshooting, usage optimization, license management etc
- Act as bridge between business, IT, and external partners

Dashboards & Analytics

- Champion and enable data driven decision making across the business with insights from digital initiatives to enhance performance
- Establish and re-evaluate KPIs to measure the effectiveness of digital commercialization activities, in close collaboration with the OCE managers
- Integrate OCE metrics into company reporting structures, in collaboration with Data & Analytics team
- Supervise and further integrate the OCE metrics dashboards, in collaboration with Data & Analytics
- Own the website analytics tools for NVS platforms (ex NovartisPro, SFMC etc)

Job requirements

- BA or MA in business, marketing/digital marketing, communication or related field
- 5+ years experience within a mid-to-large size company, responsible for building and executing digital (marketing) strategies

- Understanding of and experience with digital marketing and sales technologies, such as CRM systems, Google Analytics, Social Media platforms, etc.
- Fluent in English

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>

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部门

International

Business Unit

Universal Hierarchy Node

地点

Belgium

站点

Vilvoorde

Company / Legal Entity

BE03 (FCRS = BE003) Novartis Pharma nv-sa

Functional Area

Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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