

Digital Engagement Manager

Job ID
REQ-10062954

9月 29, 2025

Netherlands

摘要

As a digital engagement manager, you are responsible for supporting various brands within Novartis Netherlands with their digital marketing campaigns. In close collaboration with the brand teams, you design, build and execute best in class digital engagement plans that have the highest reach and impact amongst key stakeholders.

About the Role

Major accountabilities

- Collaborate with brand teams to develop a best-in-class digital engagement strategy
- Execute digital engagement campaigns across multiple brand teams
- Proactively optimize brand team campaigns by applying digital expertise to enhance omnichannel marketing effectiveness
- Take initiative to implement new channels, processes, tools, and strategies that elevate digital

engagement across the organization

- Monitor digital KPIs and report performance insights to internal stakeholders
- Evaluate the effectiveness of digital engagement efforts and translate insights into improved strategies and tactics
- Coordinate training and onboarding for brand teams on new digital tools and best practices
- Identify trends and innovations in digital engagement and translate them into actionable proposals for the organization

Functional skills and knowledge

- Proven hands-on experience in managing websites, marketing automation platforms, social media (including paid advertising) and SEO/SEA
- Proficient in using analytics tools (e.g. Google Analytics) to monitor performance and generate actionable insights
- Ability to translate business objectives into effective and measurable digital strategies and tactics
- Strong project management capabilities, with the ability to prioritize and deliver in a fast-paced environment
- Proactive, solution-oriented mindset with a strong sense of ownership
- Skilled in stakeholder management and cross-functional collaboration
- Fluent in Dutch and English, both written and verbal

Key performance indicators

- Contribution to brand sales through effective digital engagement
- Delivery of strategically relevant and compliant digital marketing campaigns
- Performance of digital campaigns against predefined KPIs (e.g. reach, engagement, conversion, channel effectiveness)
- Volume and diversity of digital campaigns and initiatives launched across brand teams
- Project management excellence: adherence to timelines, milestones, deliverables, and budget
- Internal stakeholder satisfaction and feedback (e.g. brand teams, medical, compliance)

Ideal background

- Education: Bachelor or Master degree in relevant field (i.e. marketing)
- Multiple years' experience in a digital marketing role or a marketing role with a strong focus on digital marketing
- Proven experience in executing digital marketing campaigns across multiple channels, including websites, marketing automation, social media advertising and SEO/SEA
- Hands-on experience with analytics tools (e.g. Google Analytics, Adobe Analytics) to monitor campaign performance and optimize engagement
- Demonstrated ability to manage projects with multiple stakeholders, timelines, and deliverables
- Fluent in Dutch and English, with excellent written and verbal communication skills

- Demonstrate an agile mindset by setting clear priorities, collaborating openly, and using feedback to make step-by-step improvements – reflecting the core elements of Agile culture within the Dutch organization.

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部门

International

Business Unit

Universal Hierarchy Node

地点

Netherlands

站点

Amsterdam

Company / Legal Entity

NL08 (FCRS = NL008) Novartis Pharma NL

Functional Area
Marketing

Job Type
Full time

Employment Type
Temporary (Fixed Term)

Shift Work
No

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