

## Manager - Web Experience Strategy

Job ID  
REQ-10064077

10月 07, 2025

India

### 摘要

As Senior Manager / Program Manager - Web Experience Strategy, you will have an excellent opportunity to be at the forefront of Novartis Next Generation Customer Engagement transformation. You will be accountable for delivering outstanding and consistent web experiences you will work with marketing, medical, digital and technology teams to define and bring to life a data-driven and performance-optimized web strategy for international markets.

### About the Role

Join Novartis for driving global impact with innovative digital solutions.

Location: Hyderabad #Hybrid

Responsibilities

We are looking for an individual well-versed on both program management and Web. He/she/they will:

- Act as global program manager and collaborate with key stakeholders in CMS strategy workstreams, including: UX & Design, Content & SEO, Web Analytics projects, Data initiatives, Development initiatives
- Program steering and governance
- Local Country Liaisons
- End-to-end ownership of assigned projects (A-Z), driving scope, planning, execution and delivery independently with minimal oversight
- Product Roadmap: Work with program leadership and business product owner to support CMS strategy, feature / functionality prioritization, requirements elaboration and discovery, and work with cross product team to define product roadmap and deliverables
- Deliver on the web use-cases / features from discovery, activation, scale, and adoption.
- Leverage agile program delivery development in alignment with multiple technology product teams to drive overall program development.
- Schedule / Manage
- Direct program execution team and advises Novartis colleagues inside and outside the digital marketing team on web strategy and execution
- Act as key liaison between global and local country digital experience teams to drive overall implementation and development of web products; scheduling governance forums, maintaining agendas and action items, issue resolution / escalations to establish standard practices and best stakeholder experience from Web platforms.
- Understand and champion the journey of our customers and always think through the user 's lens

#### Essential Requirements

- 5-7+ years' experience working in web strategy and development, with experience working on large, complex projects across regions
- Proactive, ownership-driven problem solver who turns objectives into clear plans and outcomes with minimal guidance
- Resource and self-sufficient: independently unblocks issues, navigates constraints, and mobilizes stakeholders across functions and countries
- Excellent presentation and visual communication skills

- Experience with and understanding of multiple technology platforms that relate to CMS and Digital Analytics: Drupal, Google, GTM, Salesforce, JIRA
- Experience working with senior stakeholders and managing senior level conversations
- Understanding of agile product delivery
- Strong project management skills, and ability to work with cross-functional stakeholders
- Experience with creating prioritization frameworks to guide decisions
- Strong collaborative skills and natural curiosity with ability to guide and clearly communicate delivery approach to the team members

#### Why Consider Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more

here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

#### Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve. Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

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  
India

站点  
Hyderabad (Office)

Company / Legal Entity  
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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## Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) 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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