

Digital Lead

Job ID
REQ-10065288

10月 31, 2025

Israel

摘要

#LI-Hybrid

Location: Israel (some field based activities are expected)

This role is based in Israel. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

Are you ready to join one of the world ' s leading pharmaceutical companies and contribute to ensuring that patients in Israel have access to innovative and life-changing medicines?

The Digital Lead has the responsibility over the implementation of the digital strategy for the respected therapeutic area in alignment with the different stakeholders. Will have to initiate, develop, implement and accelerate the appropriate required digital solutions and interventions in the collaboration with x-functional team and external stake-holders.

This role is essential in accelerating the digital ability to embrace and drive greater impact from our investments by embedding and institutionalizing key digital capabilities working in partnership with brand teams, supporting a comprehensive cultural transformation to a more innovative and digital-driven company. The person will be responsible for engaging with key internal and external

stakeholders.

This role drives the digital execution, by engaging with the peers and colleagues on RE/cluster level and actively participating in sharing best practice platforms. This person has to demonstrate leadership, ease with engaging with the customers, project management and marketing skills and should be recognized as an experienced contributor to his or hers cross-functional team/squad. The person will be encouraged to scan for and “steal with pride” digital solutions which already exist and proved the value in other countries in Cluster and RE (this is a step forward from sharing the best practices).

This position reports to the Innovation and BE&E, Essential Brands, Digital and Innovation Head Israel.

About the Role

Key Responsibilities:

- Works cross functionally with marketing, medical and market access to make available digital contents and materials for the strategic brands. Execute a clear and well-communicated project management plan for digital in ST Franchise in alignment with the local team (cross-functional).
- Ensures that the RE digital strategy is implemented for prioritized brands/ launches. Engage with key stakeholders in order to develop innovative digital solutions, with strong digital impact on relevant growth targets, for brand and on franchise level.
- Closely align relevant KPIs targets for digital initiatives. Initiate and support selected local activities to achieve digital impact and other relevant growth targets across brands. Lead a broadside digital project (such as Patient Portal) working closely with the Digital Head. Ensures the availability of the right level of digital competencies and resources leveraging global IT / PLS teams and external vendors.
- Guides effective use of resources according to the defined priorities. Allocates digital resources in brand forecast and optimize resource allocation to support digital strategic priorities. Supports KPI driven approach to enable execution of local digital plans.
- Acts proactively to leverage digital technologies to streamline and simplify internal processes. Provides support in the TA to improve commercial productivity. Supports to leverage digital technologies to simplify internal processes.
- Create and implement innovative digital tools (e.g. multichannel, patient adherence). Drives innovative approaches to the integration of commercial inputs across all stakeholders. Involve in developing and implementing patient-centric product and service offerings. Introduces new digital go to market models for the TA in alignment with RE.
- Communicates the digital strategic priorities in a way it enhances identification and team approach. Functions as a role model for Novartis core values, shapes and contributes to the culture. Supports and actively drives diversity & inclusion. Supports the continuous upgrade of new digital capabilities.
- Closely interacts with local team to build digital strategy and initiatives. Regularly interacts with the commercial and digital teams in the cluster to align on commercial opportunities and associated risks, cross country collaboration and resource allocation. Manages relevant interfaces at country level to foster development of the digital initiatives according to country 's

needs. Able to mobilize internal (PLS and Commercial IT) and external digital providers.

Essential Requirements:

- Education: Bachelor's degree.
- Min. 3-5 years of experience from Digital Marketing from the healthcare industry.
- Proven experience in leading the implementation of digital projects, very good knowledge of digital tools.
- Proficient Hebrew and English, both written and spoken.
- Collaborative.
- Great communication skills.
- High level presentation skills with ability to communicate and engage at all levels within the organization.

About Novartis Israel:

Novartis is a leading pharmaceutical company renowned for its innovation. In Israel, we pioneered the introduction of advanced cell and gene therapies. Our commitment to research and development spans a wide range of therapeutic areas, including oncology, chronic conditions, and rare diseases. We take pride in being a proactive partner, contributing to the advancement of healthcare solutions.

As a global pharmaceutical leader headquartered in Switzerland, Novartis is among the largest pharmaceutical companies in Israel. Our mission is to lead in delivering innovative medicines to patients across the country. We are dedicated to fostering a dynamic work environment that promotes personal development and professional growth.

Commitment To Diversity & Inclusion:

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

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

Innovative Medicines

地点

Israel

站点

Israel

Company / Legal Entity

IL04 (FCRS = IL004) Novartis Israel

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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