

Customer Engagement & Omnichannel Lead

Job ID REQ-10066284

11月 11, 2025

Saudi Arabia

摘要

In this exciting opportunity, you will be responsible for leading, designing, and executing high-impact digital and customer engagement strategies across the organization. This role will ensure that all initiatives are aligned with Novartis' global vision, local market needs, and compliance standards, driving customer-centric transformation through data, technology, and innovation.

#LI-Onsite

About the Role

Major accountabilities:

• Design, localize, and implement omnichannel and digital strategies to enhance customer and patient engagement, drive non-face-to-face capabilities, and ensure compliance with corporate, legal, and quality standards.

- Lead corporate digital governance and strategy, serving as the point of contact for all digital initiatives, overseeing content approvals, and ensuring alignment with global frameworks and country regulations.
- Partner with brand, Commercial Excellence, and cross-functional teams to co-create and execute engagement initiatives, secure alignment, and drive business impact.
- Drive Launch Excellence and innovation initiatives, ensuring successful launches of new solutions, products, or capabilities and continuous improvement in customer experience and engagement.
- Map and optimize detailed customer and patient journeys, identifying pain points and implementing digital, data, and Al-driven solutions to improve experience and health outcomes.
- Lead the development of content strategy and governance, establishing a content calendar and creation process using ICE methodology in collaboration with the content team and brand leads.
- Foster digital transformation and cultural change by leading ICE champion networks, conducting change workshops, and building a customer-centric, data-driven mindset across the organization.
- Manage CRM systems and data excellence, ensuring segmentation accuracy, consent management, data audits, and seamless integration with marketing, analytics, and sales tools, while training and supporting field force users.
- Own and evolve the analytics and insights engine, translating business needs into actionable dashboards, KPIs, and recommendations to enable data-driven decisions and business excellence.
- Build external partnerships and monitor market dynamics, (e.g., IQVIA, Javelin, BI/CRM providers), benchmarking competitor initiatives, and exploring AI-powered opportunities to elevate engagement

Minimum Requirements:

- 3+ years 'experience in Sales/Marketing, Data Analytics, Reporting, or similar roles in Pharma/Healthcare.
- Background in customer experience, marketing, or patient engagement within Pharma/Healthcare.
- Strong stakeholder management skills; ability to challenge ideas across leadership levels.
- Experience with data analytics, BI tools, and digital transformation highly desirable, with practical knowledge of omnichannel platforms (CRM, email automation, digital marketing tools).

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 Saudi Arabia

站点 Riyadh

Company / Legal Entity SA01 (FCRS = SA001) Novartis Saudi Arabia Ltd

Functional Area Sales

Job Type Full time

Employment Type Regular

Shift Work No

Apply to Job

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



Job ID REQ-10066284

Customer Engagement & Omnichannel Lead

Apply to Job

Source URL:

https://www.novartis.com.cn/careers/career-search/job/details/req-10066284-customer-engagement-omnichannel-lead

List of links present in page

- 1. https://www.novartis.com/about/strategy/people-and-culture
- 2. https://talentnetwork.novartis.com/network
- 3. https://www.novartis.com/careers/benefits-rewards
- 4. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Riyadh/Customer-Engagement---Omnichannel-leadREQ-10066284
- 5. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Riyadh/Customer-Engagement---Omnichannel-leadREQ-10066284