

Digital Operations Specialist

Job ID
REQ-10068406

12月 12, 2025

Finland

摘要

#LI-Hybrid
Location: Espoo, Finland

This role is based in Espoo, Finland. 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 throughout the Nordic countries have access to innovative and life-changing medicines?

The Digital Operations Specialist (DOS) plays a key operational role within Business Excellence & Execution, partnering to locally execute digital activities across the priority brands portfolio (with focus on hyper-focus brands), working in close collaboration with digital functions across the organization and cross-functional business teams (marketing, customer engagement, partnerships, etc.) The DOS, with digital functions input, develops and executes memorable Omnichannel Customer Experiences through mastery of key digital marketing tools and platforms available or soon to be available within the organization, based on the International, Regional and Nordic roadmaps.

Following the defined BE&E and digital priorities, alongside the annual One Impact Plans created by the brand teams, the DOS turns plans into action, to deliver orchestrated meaningful and measurable omnichannel customer experiences. Responsible for a range of digital operational aspects, digital upskilling of cross-functions, as well as internal and external benchmarking to ensure we are bringing digital marketing to the forefront of the local executional expertise.

This position reports to the Business Excellence & Execution Director, Finland.

About the Role

Key responsibilities:

- Serve as the main point of contact for omnichannel platforms and digital channels utilization, mastering the technological aspects and how to optimize campaign results, including verifying elements like dynamic content, personalization, and tracking parameters.
- Work in close collaboration with Digital functions both local and Nordic (including the Omnichannel Engagement Manager and Marketing Director) to ensure seamless technical delivery of the OCE strategy and optimization of digital assets.
- Optimize campaigns (tracking tags (UTMs), SEO (Search Engine Optimization), digital advertising, etc.) and set required ROI/KPI to support the business in data driven decision making discussions, involving I&A as needed and ensuring alignment with brand teams.
- Collaborate with design and development teams to orchestrate all tracking elements smooth integration across campaigns and digital assets, ensuring alignment and accurate data flow across platforms.
- Maintain local digital assets, including newsletters, social media, and analytics as required, including digital life cycle management in collaboration with the OCE manager and brand teams. Oversee local governance of HCP and patient portals/websites as well as corporate websites (updates, maintenance, compliance, and content development).
- Be the local governance champion and key contact for omnichannel platforms and digital channels. Ensure compliance and activate local platforms and tools as needed.
- Share learnings within the digital community and digital operations peers across the Nordic markets to identify areas of collaboration and digital marketing efficiencies. Support Brand teams in data driven decision making by translating and evaluating results from digital analytical tools, including digital KPI dashboards & google analytics.
- Train, educate and develop the business on digital capabilities, tracking and omnichannel ways of working in collaboration with digital peers.
- Serve as a local campaign expert and builder in Salesforce Marketing Cloud (SFMC), including development of use cases and journeys based on hyper-focus brand needs. Operate as the super user for platforms such as newsletter content management, content creation, marketing automation, salesforce marketing cloud, etc.
- Enable RTE/MTEs as applicable, by uploading content, A/B testing messages and technical functionality including KPI setting & retrieval. Manage relationship and oversee projects with Novartis business services and other agencies as needed.

Essential Requirements:

- Education: Business administration, Marketing and/or Digital marketing degree is preferred.
- Min 1-3 years of experience in digital marketing from the Pharma industry.
- Experience with field triggered emails, marketing automation solutions, website management & SEO, social media management tools, video editing platforms, content management vendor tools and CRM solutions from the Pharma industry.
- Proficient Finnish and English, both written and spoken.
- Project management and working cross-functionally.
- Digitally savvy.

Desirable Requirements:

- Leading digital projects, digital transformations.

About Novartis:

Novartis is a leading pharmaceutical company renowned for its innovation. 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. Our mission is to lead in delivering innovative medicines to patients. 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>

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
General Management

地点
Finland

站点
Espoo

Company / Legal Entity
FI02 (FCRS = FI002) Novartis Finland Oy

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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