

Content Operation Supervisor

Job ID
REQ-10071710

3月 26, 2026

China

摘要

Role Purpose

Implement and scale the Content Operation Model by partnering with and influencing TA Marketing (TA MKT) and International CMA teams to improve content planning, reuse and localization, production, tagging, governance, and performance analytics—while enabling new digital and GenAI capabilities for promotional content creation.

About the Role

Job to Be Done

- Lead end-to-end rollout and execution of the Content Operation Model (planning reuse and localize produce tag and upload quarterly insights).
- Drive cross-functional alignment, governance, and ways of working across TA MKT,

- MarTech, Int'l CMA and other stakeholders; facilitate key workshops and routines.
- Manage content demand and supply planning; ensure clear briefs, storyline alignment, and smooth approval readiness.
 - Coordinate with Int'l CMA on global content reuse feasibility, quarterly support, and reuse pipeline management.
 - Own content operations quality: tagging standards, system upload accuracy, content library maintenance, and process continuous improvement.
 - Define and track content performance metrics; generate actionable insights to optimize customer journeys, content investment, and operational efficiency.
 - Collaborate with MarTech and Int'l CMA to develop and scale corporate GenAI capabilities for promotional content creation (use cases, workflow integration, adoption, and measurement) in line with compliance and governance requirements.

Education

- Bachelor's degree or above (Marketing, Business, Life Sciences, Data and Analytics, Digital, or related field preferred).

Languages

- Fluent business English (written and spoken).

Key Experience and Success Profile

- Pharmaceutical industry experience (required), with strong understanding of the promotional content environment and compliance-sensitive operations.
- Proven cross-functional project management experience, including stakeholder management and influencing without authority.
- Strong track record in content operations and/or omnichannel content lifecycle management (planning, production, reuse, governance).
- Demonstrated ability to use data analytics to identify trends, generate insights, and drive decisions and improvements.
- Success traits:
 - Strong accountability and reliable delivery under timelines and ambiguity.
 - Learning agility: fast learner, adaptable, proactive in improving processes and adopting new tools.
 - Collaborative, structured communicator who can align local and global stakeholders.

Skills

- Content operations and governance (workflow design, R&R, SOPs, tagging principles, library management).
- Cross-functional program and project management (planning, risk management, dependency management, facilitation).
- Data literacy and analytics (KPI definition, dashboard interpretation, insight storytelling).
- Digital fluency (content platforms, workflow tools, marketing technology ecosystem awareness).
- Stakeholder influence and communication (workshop facilitation, alignment building, crisp business writing).
- GenAI enablement mindset (translating GenAI use cases into practical operating workflows)

and adoption plans).

Languages:

- English

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部门

International

Business Unit

Marketing

地点

China

站点

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69c679424464e682614393"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth < originalWidthValue) {
var config = { targetId:
"kalturaplayer69c679424464e682614393", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false,
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {
disable: true }, "playkit-js-transcript":{ position: "right", // Default: bottom;( ' left ', ' right', ' top ', 'bottom' ) to
enable transcript. expandMode: "over", // Default: alongside;( ' alongside', ' hidden ', 'over' )
expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable:
true } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
config.ui.uiComponents = []; config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } };
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); setTimeout(() => {
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {
```

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players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause === 'function') { otherPlayer.pause(); } }); }); } } catch (e) { console.error(e.message) }
```



VIDEO

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