Digital Content Operation Manager

Job ID
REQ-10071710

2 10, 2026

China

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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International

Business Unit
Marketing

China

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("kalturaplayer698bfbc609d46520914106"); 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   var config = { targetId:
"kalturaplayer698bfbc609d46520914106", 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: "1dgfvmafo"}); setTimeout(() => {
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {
```

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


VIDEO

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representative of the patients and communities we serve.

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.china@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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