

## Associate Director Innovation Lab, Content Assets Delivery

Job ID  
REQ-10072987

3月 23, 2026

Ireland

### 摘要

The Associate Director Innovation Lab, Content Assets Delivery sits within the Innovation Lab (iLab), part of the Marketing Technology Product Management team, joining a highly innovative and intrapreneurial group focused on accelerating innovation and creating customer-centric solutions that deliver impact. In this role, you will bring expertise in storytelling and content creation/management to execute on innovation strategy, overseeing the development, distribution, and evolution of iLab content while serving as the content management lead across project teams, internal stakeholders, and external partners to support the launch of tools, technologies, and capabilities that enhance customer engagement and experience.

You will operate with a strategic lens grounded in the digital health ecosystem, collaborating and influencing across the organization to bring new innovations to life, championing change management through compelling storytelling, and applying strong experience in copywriting, editorial craft, marketing communications, and digital marketing tools. Thriving in ambiguity, you will leverage deep understanding of change management, business transformation, process improvement, design thinking, and human-centered design, while providing matrix and situational leadership to multi-disciplinary teams and acting as the key liaison to Content Lab, Brands, agencies, MarTech Product Management, and digital and data partners as the iLab content management SME.

## About the Role

Your responsibilities will include, but are not limited to:

- Own the iLab content and communications strategy—and act as a hands on creator, editor, and storyteller for priority programs and launches.
- Translate innovation strategies into clear, compelling narratives for senior leaders and cross functional audiences; develop executive ready materials (presentations, briefs, business cases).
- Establish and govern content standards, playbooks, and editorial guidelines for experimentation and scaled programs.
- Lead internal teams and external partners (e.g., Brands, Content Lab, agencies) to deliver content that drives change management and adoption of new/emerging technologies.
- Manage the iLab editorial calendar and channels (e.g., Teams, intranet, iLab site/social as appropriate) to ensure consistent voice, brand alignment, and timely delivery.
- Audit and optimize content across properties; partner with analytics teams (e.g., DIA/Content Lab) to track performance and iterate based on insights.
- Conduct competitive and audience research to identify content gaps; inform topic roadmap and thought leadership pieces.
- Ensure robust governance and documentation across SharePoint/Teams (findability, versioning, minutes/decisions, actions, owners, timelines).

## What you ' ll bring

- Bachelor ' s degree (or equivalent experience) in Business, Marketing, Communications, Journalism, or related field.
- 7-10 years in content strategy/management within health tech, pharma, or startup environments; plus 5-7 years operating within large, global organizations.
- Proven ability to lead without formal authority and influence senior stakeholders; strong executive presence.
- Mastery of storytelling, editorial craft, and business writing; exceptional PowerPoint/Word/Teams skills.
- Strong knowledge of CMS/content platforms and social channels; foundational understanding of HTML/CSS.
- Fluency with digital marketing tools, analytics, social listening, and data driven optimization.
- Working knowledge of change management, design thinking, agile/lean, and human centered design.
- High comfort with ambiguity, rapid prioritization, and context switching; passion for innovation and customer centricity.

Novartis is 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>

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Business Unit  
Marketing

地点  
Ireland

站点  
Dublin (NOCC)

Company / Legal Entity  
IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work

No

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function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69c226c32108b760833655"); 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:
"kalturaplayer69c226c32108b760833655", 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 } };
```

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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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