

## Experience Manager, Customer Experience and Optimization

Job ID  
REQ-10074664

3月 26, 2026

USA

### 摘要

#LI- Hybrid

Novartis is seeking an Experience Manager, Customer Experience and Optimization to join our Integrated Experience Planning team within the Integrated Marketing Organization. This role orchestrates execution of customer experiences, ensuring integrated marketing assets deploy as planned, per the cross-functional Customer Experience Plan. This role requires strong collaboration with cross-functional project owners across Marketing Strategy, HCP Education, PR/Comms/Patient Engagement, Media CoE, Product (MarTech), Marketing Operations, Data Insights and Analytics.

This role is based in East Hanover, NJ and will not have the ability to be located remotely. This position will require up to 5% travel as defined by the business (domestic and/or international). Please note that this role would not provide relocation, and only local candidates will be considered; please only apply if this location is accessible for you.

About the Role

## Key Responsibilities:

- Ensure feasibility and appropriateness of proposed programs and tactics vis-a-vis the Experience Plan, including application of channel/digital best practices
- Oversee tactical deployments across HCP and patient marketing programs across channels, ensuring project leads, agencies, and deployment teams (e.g. digital, IT) deliver on Experience Plans ("air traffic control")
- Autonomously lead efficient status meetings across extensive stakeholder base and ensure follow through on decisions/next steps (internal and external partners)
- Proactively ensure plans can be activated on time and within enterprise processes/ways of working
- Support Customer Experience and Optimization teammates in preparing for Experience Optimization Rooms (EORs), enabling increased marketing effectiveness; follow up with stakeholders to ensure pull through of EOR decisions
- Support tactical planning and implementation as well as contribute to internal discussions where CX expertise is needed
- Consult with Product Management (MarTech) as they standardize solutions (e.g. web CMS, social platforms, Field CRM, database marketing)
- Execute HCP non-personal promotion target list refreshes as needed

## Essential Requirements:

- Bachelor's degree required, preferably in a relevant area of study
- 3+ years' experience working in digital and managing multi-channel/cross-channel media execution
- Analytical acumen with demonstrated prioritization skills as well as the ability to work on complex processes, procedures or solutions
- Proven experience in working with others to achieve organizational objectives including the ability to anticipate and adapt, own and/or support group tactics for changing business needs
- Administrative management skills - planning, organization, operational decision making and analysis
- Curiosity to explore new and innovative marketing solutions and platforms with a demonstrated commitment to continuous learning and applying innovation to integrated customer experiences
- Excellent oral/written communication, as well as project management skills
- Ability to build relationships, collaborate and influence across a matrix organization, partnering with cross-functional internal and external teams to support effective execution and proactively address challenges with a solutions oriented mindset

## Desirable Requirements:

- Experience in a regulated industry (pharmaceutical, financial, etc.)
- Strong program management skills

## Novartis Compensation Summary:

The salary for this position is expected to range between \$126,000 and \$234,000 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

#### EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

#### Accessibility & Reasonable Accommodations

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

部门  
US

Business Unit  
Marketing

地点  
USA

状态  
New Jersey

站点  
East Hanover

Company / Legal Entity  
U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

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("kalturaplayer69c6c922e37d0543264072"); 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 > 0) var config = { targetId:
"kalturaplayer69c6c922e37d0543264072", 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: "1dgvmafo"}); 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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