

Manager Innovation Lab, Emerging Marketing Solutions (EMS)

Job ID
REQ-10074990

3月 27, 2026

Ireland

摘要

At Novartis, we are reimagining medicine by combining breakthrough science, advanced technology, and a deep commitment to patients, caregivers, and healthcare professionals worldwide. Innovation at Novartis extends beyond drug discovery it includes how we educate, engage, and enable better decision making across highly complex scientific and healthcare ecosystems.

The Emerging Marketing Solutionist sits within the Innovation Lab (iLab), a pillar of Marketing Technology Product Management within the Integrated Marketing Organisation. This role is part of a highly innovative, intrapreneurial team focused on accelerating emerging technologies and customer centric solutions across the Novartis organisation.

As a hands on innovation practitioner, the Emerging Marketing Solutionist rapidly translates complex problems into tangible, testable digital solutions. With deep expertise in emerging technologies including AI, XR, games, spatial computing, and modern development platforms this role designs, prototypes, and iterates interactive experiences such as apps, games, and simulation driven solutions. The focus is on building and testing executing defined concepts and hypotheses into working digital experiences while operating at speed within enterprise quality, security, and compliance guardrails. We think differently here; we are constantly thinking about tomorrow, and we

are designing the future today.

About the Role

Key Responsibilities

- Hands on solution development: Build rapid prototypes and proofs of concept for interactive games, apps, and simulation driven solutions; configure and customize real time engines and development platforms (e.g., Unity, Unreal, or similar tools).
- Design and implement core interaction mechanics, gameplay systems, and experience flows aligned to defined concepts and hypotheses.
- Execute short, iterative development cycles focused on fast learning, experimentation, and continuous refinement.
- Conduct usability testing, functional testing, and performance benchmarking across target platforms.
- Incorporate feedback from users, stakeholders, and cross functional partners into subsequent solution iterations.
- Apply game design and/or app development principles (e.g., mechanics, dynamics, aesthetics) to create engaging, purposeful experiences.
- Optimize prototypes for stability, performance, and scalability, ensuring alignment with enterprise standards for security, privacy, and quality.
- Document assumptions, technical decisions, and learnings; contribute reusable components, patterns, and assets to Emerging Marketing Solutionist (EMS) libraries and support technical feasibility assessments for potential scale up.

What You ' ll Bring

- Bachelor ' s degree in Game Development, App Development, Computer Science, Interactive Media, Digital Media, or a related field with a strong focus on interactive or gaming experiences.
- 5+ years of relevant experience building interactive games, digital solutions, simulations, or game based experiences; exposure to XR (VR/AR/MR) or immersive learning technologies preferred.
- Hands on proficiency with real time engines or interactive development frameworks.
- A strong prototyping mindset, with comfort operating in ambiguity and rapid iteration cycles.
- Ability to balance speed with quality, documentation, and compliance awareness in an enterprise environment.
- Experience collaborating effectively with multidisciplinary teams across technology, design, and business functions.
- Strong problem solving skills and technical curiosity, with a bias toward building and testing.
- Willingness to work closely with cross functional team members based globally;
- Interest in scientific, medical, or healthcare focused problem spaces is a plus.

Why Join Novartis Innovation Lab

- Work on high impact problems at the intersection of science, emerging technology, and

human behavior

- Contribute to reusable innovation capabilities that shape how Novartis innovates at scale
- Operate in a customer centric, evidence driven innovation environment that values experimentation and learning
- Build and validate next generation digital solutions within a global pharmaceutical enterprise

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>

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

部门
US

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

```
var config = { targetId: "kalturaplayer69ccca7acd6d3489812788", provider: { widgetId:
"1Qm7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["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 }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { 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"}); } catch (e) { console.error(e.message) }
```

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Job ID
REQ-10074990

Manager Innovation Lab, Emerging Marketing Solutions (EMS)

[Apply to Job](#)



Job ID
REQ-10074990

Manager Innovation Lab, Emerging Marketing Solutions (EMS)

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10074990-manager-innovation-lab->

emerging-marketing-solutions-ems

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>
3. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Dublin-NOCC/Manager-Innovation-Lab--Emerging-Marketing-Solutions--EMS--REQ-10074990-1>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Dublin-NOCC/Manager-Innovation-Lab--Emerging-Marketing-Solutions--EMS--REQ-10074990-1>