

Marketing Platforms & Digital Innovation Manager

Job ID
REQ-10077342

5月 11, 2026

Spain

摘要

The Marketing Platforms & Digital Innovation Manager translates International digital innovation and platform strategy into localized, fit-for-purpose marketing technology solutions that enable high-quality execution and decision-making across Commercial, Value & Access, and Medical Affairs. The role leads the deployment, optimization, and adoption of core marketing and customer-facing platforms, ensuring they are reliable, compliant, and effectively used in line with International guidance.

This role is based in Barcelona or Madrid, in Spain. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

#LI-Hybrid

About the Role

Key responsibilities

- Execute and localize the country marketing platforms roadmap, ensuring alignment with International digital, data, and platform strategies.
- Own day-to-day operational readiness, stability, and performance of core marketing and customer-facing platforms in partnership with DDIT and external vendors.
- Coordinate platform configuration, enhancements, and integrations to support Commercial, Value & Access, and Medical Affairs priorities.
- Enable Medical Affairs and Value & Access technology execution by ensuring compliant CRM configuration, content enablement, and data capture processes.
- Support International Medical Excellence and ICE execution by ensuring platforms, roles, permissions, and integrations are ready and adopted on time.
- Identify and prioritize digital innovation opportunities that improve reach, relevance, efficiency, and user experience across platforms.
- Translate business needs into clear platform and innovation requirements feeding the DAP and MarTech roadmaps.
- Design and execute change management and adoption plans for new platforms, upgrades, and feature releases.
- Monitor adoption, utilization, and platform performance metrics, sharing insights to drive continuous improvement.
- Act as a cross-functional partner and subject matter expert for marketing technology, innovation, and digital execution.

Essential Requirements

- University degree in business, life sciences, analytics, computer science, engineering, or related technical field; Master ' s degree preferred; fluent English and Spanish

languages required.

- 5+ years of experience in marketing technology, data, digital platforms, or business analysis roles within complex organizations.
- Strong expertise in core MarTech and CRM platforms, marketing automation, content enablement tools, and digital ecosystems.
- Experience acting as a Product Owner or leading requirements gathering for platform and technology initiatives.
- Solid understanding of data governance, data privacy, and regulatory requirements in healthcare environments.
- Proven experience driving platform adoption, change management, and ways-of-working transformations.
- Strong stakeholder management skills with ability to work across Commercial, V&A, Medical, IT, and external vendors.
- Strategic, digitally savvy problem solver demonstrating Novartis leadership behaviors and ethical mindset.

Commitment to Diversity and Inclusion:

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

International

Business Unit

General Management

地点

Spain

站点

Barcelona Gran Vía

Company / Legal Entity

ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.

Alternative Location 1

Madrid Delegación, Spain

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

```

var config = { targetId: "kalturaplayer6a03ebdfafd2e426667638", 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) }

```

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