

Associate Director, Content Adaptation

Job ID
REQ-10078612

5月 21, 2026

United Kingdom

摘要

Novartis' ambition is to be a recognized leader in customer experience and engagement. The CE&E IMI team aims to design and deliver intentional, impactful customer experiences for HCPs and patients through integrated engagements and solutions.

This role is part of the CEC, Production team of the CMA organization - a team of innovative, passionate talent focused on designing and deploying personalized and outcome-oriented customer experiences grounded in deep insights and human-centered design.

The Associate Director, Content Adaptation will lead a team of DPMs to deliver quality creative adaptations of centrally created content. The role is 'hands on' and encompasses i) Leadership of the team ii) Leadership of specific adaptation projects. Key to the content adaptation role is the ability to successfully blend project management skills, brand management objectives and relationship management to deliver time critical outcomes.

The Associate Director, content adaptation will ensure globally produced digital assets are adapted, localised, translated, approved, coded and deployed to a precise timeline. Quality and speed to market are of utmost importance.

About the Role

Major Accountabilities:

- **Project Management:** Is responsible for management of assets through the production process with the core objective of delivering and deploying content on time and right first time. Manages timelines; allocates resources; manages RISK log; aligns stakeholders; manages demand forecasting and prioritization process; Clears roadblocks.
- **Brand Management/ Global to local content Mngt:** Ensures global master content is adapted to local regulatory requirements such that it is compliant and ready for execution in markets. Is responsible for localization of content to meet local needs (e.g. for imagery) whilst retaining global master story look and feel. Overseas content approval process to adhere to timelines.
- **Relationship Management:** Works with key stakeholders including Medical Writer, the Production Partner; Translation Partners; Global TA 's; Local TA 's; BE&E and Production Hub management team to make sure global assets are adapted for use by markets.
- **Team Leadership:** Leads team of DPMs aligned to specific markets including -resource allocation and task distribution based on demand. Ensures delivery of work product through the team. Manages Knowledge Transfer of capabilities and skills required to successfully deliver assets.

Market to manage: China

Minimum Requirements:

- **Marketing:** Extensive knowledge of pharmaceutical industry marketing as it relates to digital Content creation - experience of creation of sales aids, rep triggered emails and web assets, Omni channel strategy.
- **Project Management:** Strong Project Management skills - timeline management; forecasting; resource allocation; prioritisation methodologies and PMO approaches e.g. RISK and RASCI development.
- **Content Adaptation:** Experience with global content adaptation for use by markets either within agencies or life science companies. Solid understanding of content quality aspects to be able to drive agency deliverables on time and with the right quality.

Language: Chinese is a must

desirable Requirements:

- Regulatory: Understanding of the regulatory environment for developing promotional content for HCPs
- Stakeholders: Account management skills and experience
- Leadership: Team leadership experience of teams up to 5
- Project: Knowledge of Agile methodologies
- Tools and Tech: Experience with working with DAM/MLR tools.

Competencies:

- Attitude: Able to manage complexity, ambiguity, and competing interdependencies within timelines.
- Approach: Embraces a collaborative approach; thrives working closely with stakeholders to make sure their needs are addressed and delivered on time.
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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

Marketing

地点
United Kingdom

站点
London (The Westworks)

Company / Legal Entity
GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var config = { targetId: "kalturaplayer6a0f8ac3ca70a726428638", provider: { widgetId:
"10m7rm1pm", 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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