

Content Activation & Omnichannel Orchestration Business Manager

Job ID
REQ-10078755

7月 14, 2026

Spain

Available in: English

摘要

#LI-Hybrid

The Content Activation and Omnichannel Orchestration Lead serves as the domain lead within the Customer Excellence pillar for ensuring that approved content is activation ready and orchestrated consistently across field and digital channels.

The role owns local standards, processes and playbooks for content activation, tagging, and omnichannel orchestration, while enabling Commercial, Value & Access, and Communications & Patient Advocacy teams to execute within those standards. It ensures that customer journeys are translated into coherent channel experiences and that performance insights drive continuous improvement of execution standards, contributing to measurable impact on customer experience and business outcomes.

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

About the Role

Key responsibilities

- Define and maintain end-to-end standards, processes and ways of working for content readiness and activation across Commercial and non-promotional functions, ensuring alignment with global execution standards.
- Ensure all content developed by Therapeutic Areas and other functions is compliant, high quality, and activation-ready for field and digital platforms such as CRM, iCVA, and marketing automation systems.
- Clarify and orchestrate responsibilities across Customer Excellence, brand teams and other stakeholders to ensure effective governance and execution of content activation processes.
- Collaborate with brand leadership to translate customer journeys into actionable omnichannel strategies, including channel mix, sequencing and cadence aligned with global frameworks.
- Lead implementation of omnichannel campaigns and journeys in technology platforms, while enabling teams through guidance and upskilling on tools such as SFMC and field engagement solutions.
- Align content usage and channel strategies with agreed customer journeys, ensuring plans are practical, compliant and operationally executable across functions.
- Monitor and analyze channel performance, engagement metrics and customer experience insights to continuously refine execution standards and improve omnichannel effectiveness.
- Oversee governance and consistency of content tagging, data quality, MLR processes and platform uploads, ensuring reliable data for reporting and analytics.
- Drive collaboration with data, analytics and technology teams to enable robust reporting, dashboards and insights supporting data-driven decision making.

- Build organizational capabilities by delivering training, supporting adoption of operating models, and managing prioritization of content and omnichannel requests across teams.

Essential Requirements

- Bachelor ' s degree in business, life sciences,marketing or related field (advanced degree preferred); fluency in English and Spanish languages required; minimum of 5 years of experience in commercial excellence, omnichannel marketing or similar roles in a regulated environment.
- Strong experience in omnichannel orchestration and use of CRM, marketing automation platforms (e.g. SFMC) and digital content tools.
- Proven ability to define and drive execution standards, process improvement and operational excellence in customer-facing activities.
- Solid understanding of compliance, governance and regulatory requirements (including MLR processes and content classification).
- Data-driven mindset with experience interpreting engagement and performance metrics to identify gaps and drive continuous improvement.
- Experience working cross-functionally in complex, matrix environments with strong stakeholder collaboration and influencing skills.
- Strong execution excellence mindset with structured, proactive approach and focus on simplifying ways of working.
- Resilient, adaptable and aligned with Novartis values, demonstrating ethical behavior and comfort with change and ambiguity.

Benefits & Rewards

At Novartis, we 're committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role: 44,700 - 83,100 EUR

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

<https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

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 \(PDF 30 MB\)](#)

Primary location salary range
€ 44,700.00 - € 83,100.00

部门
International

Business Unit
General Management

地点
Spain

站点
Barcelona Gran V í a

Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmac é utica, S.A.

Alternative Location 1
Madrid Delegaci ó n, Spain

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a56679bc6394174968048", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =
thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to
capture the player directly. thumbEmbedPromise .then(function(player) {
window.kalturaPlayerVideos.push(player); // Notify kalturadatalayer.js that a new player is ready so
it can // attach custom event listeners immediately, regardless of when // the user clicked the
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {
console.error(e.message) }
```

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