

## Marketing Platforms & Digital Innovation Lead

Job ID  
REQ-10079322

6月 24, 2026

United Kingdom

### 摘要

The Marketing Platforms & Digital Innovation Lead is responsible for translating global digital strategy into localized, fit-for-purpose marketing technology and digital solutions. The role ensures effective deployment, optimization, and innovation of marketing and customer-facing platforms to support Commercial, Value & Access, and Medical Affairs teams. It plays a critical role in strengthening digital execution, enabling data-driven decision-making, and enhancing customer engagement across the organization.

### About the Role

## Key Responsibilities

- Lead the deployment, optimization, and governance of marketing platforms (e.g., SFMC, CRM, NovartisPro, Event platforms).

- Execute and localize the marketing technology roadmap aligned with international strategy.
- Ensure platform availability, performance, and issue resolution in collaboration with IT and external vendors.
- Manage vendor relationships and service levels to ensure high-quality delivery and business continuity.
- Support Value & Access and Medical Affairs through tailored CRM and platform enablement.
- Identify and prioritize digital innovation opportunities, including AI-driven and personalization capabilities.
- Translate business requirements into scalable platform features and enhancements.
- Drive adoption through change management, training, and continuous improvement initiatives.
- Provide insights on platform usage, adoption, and performance to senior stakeholders.

## Essential Requirements

- University degree in Business, Life Sciences, Computer Science, Engineering, or related field; advanced degree preferred.
- 5+ years of experience in digital, data, or marketing technology roles.
- Strong experience with MarTech platforms such as CRM, Salesforce, Marketing Automation, and web technologies.
- Proven ability to manage digital platforms and drive digital transformation initiatives.
- Understanding of regulatory and compliance requirements in healthcare/pharma.
- Experience with data management and integration across digital ecosystems.
- Strong stakeholder management and cross-functional collaboration skills.
- Ability to translate business needs into technical requirements.
- Strong digital innovation mindset with focus on improving business outcomes and customer experience.

## Why Novartis?

At Novartis, we reimagine medicine to improve and extend people's lives. We provide an innovative, collaborative environment where you can drive digital transformation and make a meaningful impact in healthcare. Join us to help shape the future of digital engagement and platform innovation.

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

£ 66,570.00 - £ 123,630.00

部门

International

Business Unit

General Management

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 kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a3bb9ae00398389071869", 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 kalturaPlayer =
kPlayer.setup(config); // Add the player to the global array.
window.kalturaPlayerVideos.push(kalturaPlayer); // Load the Player for other media.
kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }

```

Job ID  
REQ-10079322

## Marketing Platforms & Digital Innovation Lead

[Apply to Job](#)



Job ID  
REQ-10079322

## Marketing Platforms & Digital Innovation Lead

[Apply to Job](#)

---

### Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10079322-marketing-platforms-digital-innovation-lead>

### 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/London-The-Westworks/Marketing-Platforms---Digital-Innovation-LeadREQ-10079322-1>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/London-The-Westworks/Marketing-Platforms---Digital-Innovation-LeadREQ-10079322-1>