

Product Expert for the Content Enablement Platforms

Job ID
REQ-10081288

7月 14, 2026

India

摘要

Join Novartis for driving global impact with innovative digital solutions.

As Product Expert for the Content Enablement Platforms, you will have an opportunity to manage the demands and product roadmap for the Digital Asset Management (DAM) & Content Enablement Platforms (Content Authoring, AI Content Generation, MLR workflow tools) at Novartis International using agile methodologies. You would scope out the desirability, feasibility, and viability of features, translating business requirements into technical solutions that would help drive value for the content creation ecosystem: creation, approval, management, and re-use.

By 2028, we will do this by developing an industry-leading content ecosystem for planning, creating, managing and publishing impactful content.

This will allow us to:

Enable a high-performance content lifecycle

Make compliance effortless

Provide an intuitive end-to-end experience

Deliver best-in-class support and continuous product improvements

You will work with International Content Enablement business & IT stakeholders. You will work at the intersection of technology, people and processes.

About the Role

Location: Hyderabad #Hybrid

Key responsibilities:

- Comprehensive understanding of the end-to-end content enablement ecosystem, including digital asset management (DAM), content authoring tools, MLR approval workflows, and content reuse mechanisms.
- Expertise on Content Marketing processes or Platforms (i.e. Wrike / Workfront / Asana) and Digital Asset Management process or Platforms (i.e. Aprimo / Veeva PromoMats).
- Experience with content planning, creation, authoring and approvals.
- 5+ years of experience working on large, complex projects across regions and countries; Proven experience in product portfolio management, program management, process improvements, agile delivery, and cross-functional leadership.
- Strong analytical and problem-solving skills. Proactive “can do” approach. Ability to design, implement and improve processes. Keen listening skills and ability to empathize with stakeholders. Strong collaborative skills, natural curiosity and an ability to influence stakeholders.
- Strong communication skills and ability to offer clarity amid complexity, to drive stakeholder alignment. Experience working with senior stakeholders and managing senior level conversations
- Understanding of agile product delivery.
- University degree with an advanced degree in science / technology and / or business preferred

Essential Requirements:

- Use-case Discovery: Lead structured discovery efforts to clarify requirements, define problem statements, and provide solutions, all leading to a well-defined feature backlog with strong acceptance criteria. Understand the desirability, feasibility, and viability of the problem.

- Conduct research to identify new technologies and methods to improve business processes.
- Responsible for driving solutions with business independently.
- Ensures that requirements and functional documents are created and maintained in a timely, comprehensive manner.
- Translates the business needs to the development team to ensure we build the right thing and build it right.
- Analyzes the feasibility of the requirements and identify product limitation. Works with the Product Owner to identify solutions.
- Leverages Jira to create, maintain, extend, tag & refine Epics, and User Stories.
- Cross Team Collaboration: Work closely with technology teams to resolve blockers, ensure timely delivery of platform capabilities, and support integration efforts.
- Market Onboarding: Lead onboarding efforts for new users and markets through workshops, training sessions, and documentation.
- Create training and change management frameworks and communications to raise awareness of the tools available, and ensure seamless integration of capabilities across international markets
- Provides expertise and guidance to the training and change team. When required, delivery of training to end users.
- Analyses the value of feature released and adoption.
- Helps define Objectives and Key Results (OKRs), KPIs, and dashboards relevant to the Product team and various stakeholders.

Why Consider Novartis?

Our purpose is to reimagine medicine to improve and extend people ' s lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>
You ' ll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

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. Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

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

India

站点

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a92599526ea3598479814", 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 kaltura_adatalayer.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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