

Content Activation & Omnichannel Orchestration Manager

Job ID
REQ-10082324

十月 08, 2026

Greece

摘要

The Content Activation and Omnichannel Orchestration Manager serves as the domain expert 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/documented Ways of Working for content activation, tagging, and omnichannel orchestration, while enabling Commercial and other teams to execute within those standards.

It ensures that customer journeys are translated into coherent channel experiences, that content is correctly prepared for platforms such as Oncore Customer Relationship Management (CRM), Interactive Core Visual Aids (iCVA) and Salesforce Marketing Cloud (SFMC), and that performance insights feed continuous improvement of execution standards.

The role is accountable for driving adoption, effectiveness and continuous innovation of omnichannel engagement, ensuring measurable impact on customer experience and business outcomes.

About the Role

Content Readiness and Activation Standards:

- Maintain end - to - end standards and processes for promotional content readiness and activation for Commercial content from receipt of global/central materials to local “activation - ready” status, aligned with International CE&C.
- Ensure that content created by Therapeutic Areas (TAs), is prepared to be used on field and functional technology platforms (e.g. Oncore CRM, iCVA, NVS Pro), in alignment with compliance and quality standards, while content ownership and hands - on activation remain with brand / functional owners.
- Ensure that local content adaptation (developed by TA marketers and CLS production hub), International contents use and re-use guidance, and content activation follow International defined execution standards.

Omnichannel Orchestration and Customer Journeys

- Collaborate with brand leadership/ International OCE to design and execute an in-sights-driven Omni-channel strategy consistent with brand strategies
- Translate validated customer journeys into practical omnichannel orchestration guidance (channel mix, sequencing, cadence) to ensure a seamless and integrated experience across channels, aligned with International Omnichannel team and International Commercial Excellence (ICE) framework.
- Lead the design and development of HCP-facing digital tools & platforms (e.g., landing pages, microsites, podcasts etc) to support brand-related needs, ensuring seamless integration within the omnichannel journey and optimized user experience.
- Lead implementation/execution of Omnichannel customer journeys in technological systems such as Sales Force Marketing Cloud and Oncore.
- Provide implementation guidance and channel up - skilling to Commercial teams on the use of SFMC (orchestration, campaign flows), iCVA, and other local tech platforms in line with international standards.
- Partner with brand and TA teams to align channel plans and content usage with agreed customer journeys, ensuring that omnichannel plans are realistic, compliant and operationally executable.
- Monitor and share insights on channel performance and customer experience and journey adherence to inform continuous refinement of ICE - aligned omnichannel execution standards.
- Oversee the management and lifecycle of digital assets, ensuring they remain up to date from an architecture, content, and compliance perspective, while maintaining proper storage, tagging, version control

Tagging and Data-Driven Continuous Improvements

- Oversee standards and governance for content tagging, FUSE uploads and MLR (Medical, Legal, Regulatory) processes, ensuring consistency of execution across TAs, while day-to-day execution is

performed by respective content owners.

- Alignment with the International OCE team to ensure consistency, governance and best practice is in place.
- Ensure adherence to digital governance frameworks, maintaining compliance with in-ternal policies (e.g., DBE, legal, privacy) and driving standardized processes for con-tent approval, publishing, and audit readiness.
- Collaborate with EE Data, Analytics & Platforms (DAP) and technology owners (e.g. CRM, field systems, SFMC) to ensure that content and journey data are available,

reliable and structured to support reporting and analytics of ICE Dashboards such as Content & Campaign Performance Dashboard (CCPD)

Collaboration and Capability Building

- Design and deliver targeted capability building (in partnership with the EE Capability Building pillar) on content activation standards, omnichannel orchestration and plat-form usage for relevant functions.
- Support handshake meetings between International and local brand teams as per Content & Campaign Operating Model to ensure the model is well adopted; content production remains a TA remit.
- Lead the intake and prioritization process for international - to - local content and omni-channel requests, applying a clear framework to determine what gets supported and when. Manage trade-off decisions across TAs / functions capacity management / re-source allocation.

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Primary location salary range
€ 38,080.00 - € 70,720.00

部門
International

Business Unit
General Management

地点
Greece

站点
Maroussi

Company / Legal Entity
GR11 (FCRS = GR001) Novartis Hellas

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6aca4f59d51e0264250113", 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 =
thumbEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbEmbed() 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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