

Content Activation & Omnichannel Orchestration Manager

Job ID
REQ-10083465

十月 09, 2026

Italy

摘要

The Content Activation and Omnichannel Orchestration Manager serves as the domain lead within Customer Excellence for ensuring that approved content is activation ready and orchestrated consistently across field and digital channels for the TA/Disease Areas within scope.

The role is accountable for ensuring that local standards, processes, playbooks and documented Ways of Working for content activation, tagging, and omnichannel orchestration are well executed across Commercial, Value & Access (V&A), and Communications & Patient Advocacy teams.

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.

The Content Activation and Omnichannel Orchestration Manager acts as a key driver of organizational change, supporting the effective adoption and integration of International Commercial Excellence (ICE) framework within assigned TA/Disease Area.

About the Role

Key responsibilities

- Partner with brand teams to design and execute insights-driven omnichannel strategies aligned with customer journeys, brand objectives, and the ICE framework.
- Translate customer journeys into actionable orchestration plans, including channel mix, sequencing, cadence, and execution through platforms such as SFMC and Oncore.
- Drive omnichannel capability building by supporting teams in the effective use of SFMC, iCVA, V&A channels, and other approved technology platforms.
- Own end-to-end content activation, ensuring promotional materials are localization-ready, compliant, and aligned with International CE&C standards.
- Monitor and improve omnichannel performance through KPIs such as HCP engagement, campaign quality, content utilization, journey adoption, compliance adherence, and stakeholder satisfaction.
- Ensure TA, V&A, Communications & Patient Advocacy content is optimized for field and digital platforms (e.g., Oncore CRM, iCVA) and meets quality and compliance requirements.
- Oversee standards and governance for content tagging, FUSE uploads and MLR processes while day-to-day execution is performed by respective content owners.
- 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.

Essential requirements

- Bachelor's degree in Business, Life Sciences, Marketing, or a related field; advanced degree in Management or Operations preferred.
- Fluent in English and Italian.
- 3+ years' experience in Commercial Excellence, Omnichannel Marketing, Sales & Marketing Operations, or similar roles within pharmaceuticals, life sciences, or other regulated industries.
- Proven expertise in channel orchestration using CRM, SFMC (or similar marketing automation platforms), and digital content tools such as iCVA.
- Experience driving operational excellence, process improvement, and execution standards for customer-facing activities, campaigns, and content.
- Strong analytical skills with the ability to interpret engagement and execution metrics to identify opportunities and drive continuous improvement.
- Knowledge of compliance, governance, and content approval requirements in regulated environments, including MLR processes and promotional/non-promotional content standards.
- Execution-focused, collaborative, and resilient professional with a strong ethical mindset, adaptability to change, and alignment with Novartis values and compliance-driven behaviors.

Why 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>

Benefits and rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <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.

People and culture

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
€ 44,100.00 - € 81,900.00

部门
International

Business Unit
General Management

地点
Italy

站点
Milano

Company / Legal Entity
IT08 (FCRS = IT008) Novartis Farma S.p.A.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6acccedb19ae7501297923", 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_data_layer.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) }
```

Job ID
REQ-10083465

Content Activation & Omnichannel Orchestration Manager

[Apply to Job](#)



Job ID
REQ-10083465

Content Activation & Omnichannel Orchestration Manager

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10083465-content-activation->

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/careers/benefits-rewards>
3. <https://www.novartis.com/about/strategy/people-and-culture>
4. <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>
5. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Milano/Content-Activation---Omnichannel-Orchestration-ManagerREQ-10083465-1>
6. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Milano/Content-Activation---Omnichannel-Orchestration-ManagerREQ-10083465-1>