

Executive Director, Channel Strategy and Digital Innovation

Job ID
REQ-10084474

7月 24, 2026

Switzerland

Available in: English

摘要

#LI-Hybrid

Location: Basel, Switzerland or East Hanover, United States (see separate posting)

Relocation Support: This role is based in Basel, Switzerland. Novartis is unable to offer relocation support: please only apply if accessible.

Imagine shaping how one of the world's leading pharma companies connects with audiences across every digital touchpoint.

The Executive Director of Corporate Channel Strategy & Digital Marketing Innovation is a senior leader responsible for building a connected digital ecosystem that brings together corporate channels, AI-enabled marketing capabilities, intelligent experiences, and emerging technologies to strengthen discoverability, trust, engagement, and business value across human and AI-mediated environments. This role leads the strategy, governance, experimentation, optimization, and innovation agenda for corporate-owned channels, including global web platforms, visibility, social

ecosystems, emerging AI interfaces, and digital experience infrastructure. Operating at the intersection of strategy, innovation, analytics, and technology, they lead the development of integrated digital marketing frameworks (across owned and paid), builds omnichannel capability, and ensures performance-driven content delivery to priority audiences utilizing AI, SEO, and AEO. This is a business-critical, future-forward leadership position designed to build and scale a modern channel ecosystem that delivers impact at speed and at scale. You ' ll bring the full power of omnichannel marketing, performance data, platform thinking, and digital storytelling into a unified strategy to elevate corporate brand relevance, marketing ROI, and our reputation as an innovative medicines company.

About the Role

Key Responsibilities

- Define and execute the global strategy for corporate digital channels and audience engagement.
- Build AI-enabled digital experiences that improve personalization, discoverability, and stakeholder impact.
- Lead omnichannel marketing initiatives across web, social media, email, and emerging platforms.
- Drive digital innovation through experimentation, performance optimization, and scalable operating models.
- Oversee enterprise marketing technology platforms, analytics capabilities, and channel governance.
- Champion responsible adoption of artificial intelligence technologies to enhance marketing effectiveness.
- Establish measurement frameworks that connect digital performance to business and brand outcomes.
- Lead and develop a high-performing global team while advancing digital transformation.
- Ensure every digital touchpoint reflects our brand identity, accessibility principles, and compliance standards while pushing boundaries on creativity and UX.
- Lead the identification, evaluation, implementation and governance of AI technologies that enhance corporate marketing effectiveness, predictive intelligence, and operational excellence

Essential Requirements

- (Prof.) Bachelor ' s degree required; advanced degree preferred in marketing, communications, business, or related field.
- Extensive experience leading digital marketing, omnichannel strategy, and performance-driven initiatives within global matrixed organizations.
- Executive presence and proven ability to lead global, cross-functional teams and agency partners.
- Proven success driving digital transformation, channel modernization, and enterprise-scale innovation programs.
- Strong expertise in marketing technology platforms, analytics, and digital experience

optimization as well as AI and emerging technology fluency and willingness to train others on AI enablement

- Demonstrated ability to translate data and insights into measurable business and brand impact.
- Strong grasp of modern MarTech stacks, analytics platforms (e.g., GA4, Adobe, Sprinklr), and campaign integration.
- Expertise in channel mix optimization, media planning, UX design, GEO, AEO, SEO, content syndication, and digital compliance.

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: CHF 159.600 - 296.400

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.

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.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters. Long-term equity awards granted at group level may also be part of your package. Further details will be provided during the application process.

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.

Accessibility and Accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to diversity.inclusionch@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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
CHF159,600.00 - CHF296,400.00

部门
Corporate Affairs

Business Unit
Communications

地点

Switzerland

站点

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a67aef614cdd973548806", 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_dataLayer.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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