

Digital Marketing Execution Manager

Job ID
REQ-10087311

十月 14, 2026

Italy

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摘要

The Digital Marketing Execution Manager ensures consistent digital visibility and engagement for selected products within the Commercial Portfolio, in line with the Commercial Portfolio strategy. The role executes light touch digital engagement using approved channels and platforms, ensuring content remains relevant, compliant, and up to date. It manages digital content and channels in alignment with regulatory and safety requirements. The position collaborates with Execution Excellence for guidance and technology enablement, particularly on content availability and omnichannel utilization. It works closely with cross functional teams to support efficient, compliant digital execution that strengthens overall portfolio performance.

About the Role

Key responsibilities:

- Develop recommendation for omnichannel digital engagement plans and execute agreed plans within approved Commercial Portfolio strategy and priority, ensuring high-quality, timely, and execution-ready digital journey plans.
- Analyze customer insights, engagement data, and channel performance to identify opportunities and drive measurable improvements in digital engagement performance.
- Manage the digital content lifecycle, ensuring accurate, timely, and compliant content updates across all approved channels.
- Recommend, create or coordinate the development and deployment of promotional and non-promotional digital content within portfolio strategy, maintaining strong asset visibility and consistent customer experience.
- Monitor engagement metrics, content effectiveness, and customer journeys to deliver continuous optimization and improved digital customer experiences.
- Maintain digital channel readiness, content availability, and deployment schedules, ensuring reliable platform readiness and activation effectiveness.
- Drive compliance and governance, all digital activities, ensuring efficient, audit-ready, and compliant digital activation workflows.
- Collaborate with Commercial Portfolio Unit team, Medical, Regulatory, EE, and external partners to deliver digital initiatives, ensuring responsive stakeholder support, strong cross-functional alignment, and effective use of analytics and insights.

Essential requirements:

- Bachelor's degree in Marketing, Digital Marketing, Communications, Business, or related field; MBA or equivalent postgraduate qualification preferred.
- Fluent in Italian and English.
- 5-8 years of experience in digital marketing, omnichannel engagement, content operations, or customer journey execution, preferably within regulated industries such as pharmaceuticals or healthcare.
- Proven experience leveraging customer insights, audience segmentation, engagement analytics, and channel performance data to develop and optimize digital engagement plans.
- Strong expertise in omnichannel execution, digital channels, customer journey orchestration, content lifecycle management, and digital asset governance.
- Hands-on experience managing digital content, platforms, channel activation, platform readiness, and content deployment across multiple digital touchpoints.
- Solid understanding of compliance requirements, SOPs, privacy standards, MLR processes, and digital governance within regulated environments.
- Execution-focused and collaborative professional with strong stakeholder management, communication, organizational, and problem-solving skills, capable of managing multiple brands, priorities, agencies, and cross-functional teams.

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:
"kalturaplayer6ad076912bfb0551412685", 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 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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