

Content Activation & OCE Manager [Temporary]

Job ID
REQ-10087886

9月 14, 2026

Portugal

摘要

This is a fixed-term opportunity covering a maternity leave.

At Novartis, we are reimagining how we engage customers through personalized, data-driven and omnichannel experiences.

As Content Activation & OCE Manager, you will play a critical role in transforming approved content into seamless customer experiences across field and digital channels. Working within the Execution Excellence organization, you will partner with Commercial, Medical Affairs, Value & Access and Communications teams to ensure content is activation-ready, customer journeys are effectively orchestrated, and omnichannel excellence becomes a competitive advantage.

This role offers a unique opportunity to gain broad exposure across Commercial, Medical Affairs and Value & Access, while shaping customer engagement and digital excellence in a highly dynamic environment.

We are looking for a collaborative, hands-on professional who combines strong digital and omnichannel capabilities with an analytical mindset and a passion for delivering excellent customer experiences through effective execution.

About the Role

Key Responsibilities

Content Activation Excellence

- Define and maintain standards, processes and ways of working for content activation.
- Ensure content is prepared for deployment across platforms such as CRM/Veeva Vault, Drupal and marketing automation solutions.
- Drive consistency, quality and compliance across content activation activities.
- Partner with cross-functional teams to maximize reuse of global content and accelerate execution.

Omnichannel Orchestration

- Translate customer journeys into effective channel plans and engagement strategies.
- Support the design and execution of omnichannel campaigns across field and digital channels.
- Guide teams on best practices for channel orchestration, content deployment and customer engagement.
- Monitor performance and identify opportunities to enhance customer experience.

Data-Driven Continuous Improvement

- Establish governance and standards for content tagging and campaign execution.
- Collaborate with data, analytics and technology teams to enable meaningful performance reporting.
- Leverage insights to optimize customer journeys, channel effectiveness and content utilization.

Capability Building & Collaboration

- Develop and deliver training and capability-building initiatives for key stakeholders.
 - Act as a trusted advisor to brand teams and functional leaders.
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- Drive adoption of omnichannel ways of working and continuous improvement across the organization.

What You'll Bring

Essential

- Bachelor's degree in Business, Marketing, Life Sciences or a related field.
- 5+ years of experience in Commercial Excellence, Omnichannel Marketing, Marketing Operations or similar roles.
- Strong understanding of customer engagement and digital channels.
- Proven experience working with CRM/Veeva Vault, marketing automation and content management platforms.
- Excellent stakeholder management and cross-functional collaboration skills.
- Analytical mindset with the ability to translate data into actionable recommendations.
- Fluent English.

Preferred

- Experience within the pharmaceutical, healthcare or other highly regulated industries.
- Proven track record in designing and executing omnichannel campaigns across field and digital channels.
- Hands-on approach, with the ability to balance strategic thinking and day-to-day execution.
- Experience driving adoption of new processes, technologies or ways of working in a cross-functional environment.
- Familiarity with performance dashboards and reporting tools for customer engagement metrics.

Why Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives. We are driven by curiosity, inspired by patients, and empowered to create innovative solutions that help people live longer and healthier lives.

At Novartis, you'll join a collaborative environment where you can grow your career, work on meaningful challenges, and contribute to transforming healthcare through innovation and digital excellence.

Join us and help shape the future of customer engagement.

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

General Management

地点

Portugal

站点

Sintra

Company / Legal Entity

PT05 (FCRS = PT005) PT Pharma

Functional Area

Marketing

Job Type

Full time

Employment Type

Temporário (prazo determinado)

Shift Work

No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6aa838f09a020955579561", 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 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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2. <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>
3. <https://novartis.wd3.myworkdayjobs.com/pt-BR/NovartisCareers/job/Sintra/Content-Activation---OCE-Manager--Temporary-REQ-10087886-1>
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