

Marketing Specialist (1 year contract)

Job ID
REQ-10089448

十月 12, 2026

Belgium

摘要

The Marketing Specialist owns the end-to-end brand content ecosystem, partnering with Brand Teams to identify, prioritize, localize, and deploy customer-centric content across channels. The role ensures that compliant, high-quality content is available throughout the customer journey, leveraging global assets, launch platforms, and external partners to maximize efficiency and impact.

About the Role

Major Accountabilities:

1. Content Strategy & Planning

Identify, prioritize, and translate brand, customer, and business needs into a content roadmap aligned with the customer journey, product lifecycle, and brand objectives.

Key responsibilities

- Partner with Brand Leads and cross-functional teams to develop the optimal content and omnichannel mix.
- Translate brand strategy into a prioritized content roadmap.
- Identify content gaps and opportunities across customer segments and journey stages.
- Support Brand Teams in planning launch and lifecycle content.

2. Content Excellence & Governance

Ensure content is relevant, compliant, high quality, and efficiently developed through effective localization, creation, and governance processes.

Key responsibilities

- Identify, prioritize, localize, develop, and govern brand content.
- Maximize reuse of global assets while ensuring local relevance and compliance.
- Leverage launch pads, approved content libraries, and scalable content development processes.
- Drive content approval, lifecycle management, and content governance activities.

3. Omnichannel Content Deployment

Ensure content is effectively activated across channels and integrated into customer engagement journeys.

Key responsibilities

- Deploy content across appropriate channels and customer touchpoints.
- Coordinate omnichannel content execution in partnership with OCE and Brand Teams.
- Manage agencies, vendors, and production partners to deliver content and media plans on time and within budget.
- Ensure the right content reaches the right customer at the right moment.

4. Performance & Business Impact

Monitor content and campaign performance and continuously optimize activities to maximize customer engagement and business results.

Key responsibilities

- Track content and campaign performance using relevant KPIs.
- Identify optimization opportunities and recommend corrective actions.
- Support achievement of brand objectives through effective content execution.

- Monitor budget utilization and contribute to efficient resource allocation.

5. Market Insights & Customer Understanding

Leverage customer, patient, field, and market insights to identify content opportunities and continuously improve content relevance and impact.

Education:

- Bachelor/master in life sciences, marketing, communication, business, or a related field.

Languages:

- English
- French and/or Dutch is a Plus

Experience/Professional Requirement:

- Experience in pharmaceutical sales, marketing, or omnichannel roles, with strong expertise in content and material development.
- Strong customer focus and understanding of healthcare, brands, products, and customer journeys.
- Experience using digital (and interest in AI tools) to improve customer engagement and marketing execution.
- Proven ability to manage projects from strategy through execution, ensuring quality, compliance, and business impact.
- Strong stakeholder management, influencing, and collaboration skills, with the ability to work effectively across functions and external partners.
- Experience in content management, campaign execution, analytics, dashboards, and performance tracking.
- Agile and adaptable, able to manage multiple priorities and work effectively in a complex matrix environment.
- Strong communication, planning, and organizational skills, with a focus on operational and commercial excellence.
- Demonstrates curiosity, a continuous learning mindset, and a commitment to developing expertise in business priorities and disease areas.
- Acts with the highest standards of ethics, integrity, and compliance, while living the Novartis values and behaviors.

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: 64,300.00 - 91,800.00 - 119,300.00 EUR Annual

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.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

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.

You may be eligible for a company vehicle or a car allowance in accordance with the applicable local Novartis policies and guidelines.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

<https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>

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
€ 64,300.00 - € 119,300.00

部门
International

Business Unit
General Management

地点
Belgium

站点
Diegem

Company / Legal Entity
BE03 (FCRS = BE003) Novartis Pharma nv-sa

Functional Area
Marketing

Job Type
Full time

Employment Type
Temporary (Fixed Term)

Shift Work
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6acce48cb2816532818296", 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: "1dgvmafo"}}); // 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 kalturaadatalayer.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) }
```

Marketing Specialist (1 year contract)

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