

Channel Orchestration Manager

Job ID
REQ-10089619

十月 13, 2026

United Kingdom

摘要

#LI-hybrid

At Novartis, we are committed to transforming healthcare through innovation, collaboration, and a customer-centric approach. As a Channel Orchestration Manager, you will lead the development and execution of omnichannel strategies that enhance customer engagement, optimize channel effectiveness, and support business objectives. You will ensure all channels operate within compliance standards, deliver measurable impact, and work seamlessly together to provide a consistent customer experience.

About the Role

Key Responsibilities

- Develop and execute omnichannel strategies and tactical plans aligned with business

priorities.

- Manage the operational delivery of all customer engagement channels, ensuring compliance with company policies and regulatory requirements.
- Establish performance baselines, define channel KPIs, and implement continuous improvement initiatives.
- Monitor and analyze channel performance, providing actionable insights and recommendations.
- Partner with internal stakeholders and external vendors to enhance channel capabilities and effectiveness.
- Coordinate resources across functions to ensure channels are integrated, optimized, and aligned with business goals.
- Drive adoption of best practices and operating standards across all customer engagement channels.
- Support brand strategy execution through effective channel orchestration and performance management.

Essential Requirements

- Bachelor's degree in Business, Marketing, Digital Communications, Life Sciences, or a related field.
- Proven experience in omnichannel marketing, digital engagement, customer experience, or channel management.
- Strong analytical skills with the ability to define, track, and interpret performance metrics.
- Experience managing multiple communication channels and external agency or vendor relationships.
- Solid understanding of compliance requirements within highly regulated environments.
- Excellent stakeholder management and cross-functional collaboration skills.
- Strong project management and organizational capabilities.
- Fluent written and verbal communication skills in English.

Desirable Requirements

- Experience within the pharmaceutical, healthcare, or life sciences industry.
- Knowledge of omnichannel platforms, CRM systems, analytics tools, and marketing technologies.
- Experience driving digital transformation and customer engagement initiatives.

Why Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives. Joining Novartis means becoming part of a global organization where innovation, inclusion, and collaboration drive meaningful impact for patients worldwide.

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: 47,740.00 - 68,200.00 - 88,660.00 GBP 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
£ 47,740.00 - £ 88,660.00

部门
International

Business Unit
General Management

地点
United Kingdom

站点
London (The Westworks)

Company / Legal Entity
GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

```

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6acf59b754c32339408328", 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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