NOVARTIS

Sr Content Activation & Omnichannel Orchestration Analyst

Job ID
REQ-10091952

十一月 12, 2026

Brazil

摘要

#LI-Hybrid
Location: S ã o Paulo, Brazil

This role is based in Sao Paulo, Brazil. Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

Build customer-centric omnichannel engagement plans aligned with brand priorities. Orchestrate flawless execution across channels, teams and partners. Measure performance, optimize continuously and scale what drives business impact.

About the Role

Key responsibilities

- Build customer-centric omnichannel engagement plans that translate brand priorities into clear journeys with defined KPIs and measurable business impact.
- Lead flawless execution of priority omnichannel initiatives across channels, teams and partners, ensuring timelines, quality standards and compliance requirements are met.
- Coordinate cross-functional collaboration with Marketing, Sales, martech partners and the broader customer engagement team to align plans and execution priorities.
- Drive execution of the tactical plan, including integrated customer engagement initiatives and fully digital activities, with strong discipline and ownership.
- Lead and orchestrate the work of five Customer Engagement Leads indirectly, providing direction, alignment and support to enable consistent delivery.
- Measure performance against agreed KPIs, identify opportunities for optimization and continuously improve engagement effectiveness.
- Scale successful use cases that improve reach, engagement and business outcomes, while ensuring learnings are shared across relevant stakeholders.
- Maintain strong stakeholder management and matrix leadership, balancing business priorities, customer needs, execution quality and compliance orientation.

Essential Requirements

- Relevant background in Marketing, Sales, customer engagement, martech or related areas; experience in top-tier pharmaceutical companies or strong national companies preferred; fluent professional communication skills in English and Portuguese expected.
- Strong omnichannel mindset, with the ability to translate brand priorities into customer-centric engagement journeys.
- Proven stakeholder management skills, with the ability to influence, align and collaborate across functions, partners and senior stakeholders.
- Strong execution discipline, with demonstrated ability to deliver tactical plans, customer engagement initiatives and digital activities on time and with quality.
- Matrix leadership capability, including the ability to guide and coordinate work through indirect leadership and cross-functional collaboration.
- High compliance orientation and ability to operate effectively within pharmaceutical industry standards and governance requirements.
- Business acumen, curiosity and continuous learning mindset, with the ability to connect customer engagement activities to business priorities and outcomes.
- Ability to develop deeper platform expertise, advanced analytics capabilities and brand or channel-specific knowledge after hire.

- Fluent in English and Portuguese

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

You ' ll receive: Competitive salary, annual bonus, life insurance, home office policy (home office 2x a week), retirement and wellbeing plans, flexible working arrangements, birthday day-off, parental leave, subsidized dining facilities, health insurance, employee recognition platform, Gympass, employee resource groups and virtual self-development tools.

If you want to learn more about our benefits, you can access the Novartis Life Handbook: 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.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Careers: https://www.novartis.com/careers

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
Other

地点
Brazil

站点
Santo Amaro

Company / Legal Entity
BR03 (FCRS = BR003) NOVARTIS BIOCIENCIAS S.A

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6af6097cb451d416444467", 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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