

Digital marketing execution manager

Job ID

REQ-10084170

Jul 21, 2026

LOC_CN

About the Role

Key Responsibilities :

- Conduct digital engagement, including Virtual/AI Rep and other digital channels and platforms, to maintain visibility and engagement for selected products within the Commercial Portfolio.
- Manage content and channels by updating and optimizing digital materials to maintain relevance, brand consistency, and safety/regulatory compliance.
- Ensure all digital content and activities comply with medical, legal, regulatory, quality, SOP, safety, and company requirements.
- Track and coordinate Medical, Legal and Regulatory (MLR) review processes for content and channel updates, maintain audit-ready digital documentation, and support timely resolution of compliance observations.
- Partner with Execution Excellence (EE) to optimize omnichannel utilization, digital analytics, platform enablement, and content availability, while adopting execution best practices.
- Explore and support AI-enabled digital engagement approaches to enhance HCP engagement and customer experience, with clear business objectives, implementation milestones, learnings and scale-up recommendations.
- Support TA patient services and solutions execution, including KPI tracking, and support Field Force roles when required in a targeted fashion for specific product(s).
- Coordinate with Commercial Portfolio teams, TAs, EE, international/region teams, Legal, Regulatory, Quality, Finance, Operations, digital agencies and platform vendors to align on digital needs, budget tracking and compliant execution processes.

Commitment to Diversity and Inclusion / EEO:

Novartis is committed to building an outstanding, inclusive work environment and diverse team's representative of the patients and communities we serve.

Essential Requirements:

- Bachelor's degree or above in business, marketing, pharmaceuticals, medicine, digital health, data analytics, or a related field.
- 8+ years of experience in the pharmaceutical, healthcare, digital health, commercial excellence, or management consulting field; experience in commercial strategy or digital transformation is preferred.
- Hands-on experience in digital engagement, omnichannel execution, Virtual Rep, AI-enabled HCP engagement, or digital content/channel management.
- Demonstrated ability to translate business needs into practical digital solutions, with solid understanding of HCP engagement journeys, content governance, data-driven performance tracking, and continuous optimization.
- Proven ability to collaborate across/within TA, Legal/Compliance, IT, digital innovation teams, and external vendors to drive compliant and high-quality execution.

- Strong project management, analytical thinking, stakeholder management, and communication skills, with the ability to manage ambiguity and drive execution in a fast-changing business environment.
- Fluent Mandarin and English, with the ability to communicate effectively with both local and global stakeholders.

Desirable Requirements:

- Experience in patient services, patient solutions, or TA-level program execution and KPI tracking is a plus.
- Experience supporting digital engagement initiatives, Virtual/AI Rep, AI-enabled HCP engagement pilots, or omnichannel execution for commercial portfolio brands is preferred.

Role Requirements

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 \(PDF 30 MB\)](#)

Division

DIV_IM

Business Unit

General Management

Location

LOC_CN

Site

Shanghai (Shanghai)

Company / Legal Entity

CN06 (FCRS = CN006) Beijing Novartis Pharma Co., Ltd

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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