

Content Activation & Omnichannel Orchestration Consultant

Job ID

REQ-10084342

Jul 30, 2026

LOC_BR

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>

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

Marketing

Location

LOC_BR

Site

Santo Amaro

Company / Legal Entity

BR03 (FCRS = BR003) NOVARTIS BIOCIENTIAS S.A

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

Job ID

REQ-10084342

Content Activation & Omnichannel Orchestration Consultant

[Apply to Job](#)

Source URL: <https://jobapi.novartis.com/req-10084342-content-activation-omnichannel-orchestration-consultant>

List of links present in page

1. <https://jobapi.novartis.com/req-10084342-content-activation-omnichannel-orchestration-consultant>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://www.novartis.com/careers>
5. <https://www.novartis.com/about/strategy/people-and-culture>
6. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
7. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Santo-Amaro/Content-Activation---Omnichannel-Orchestration-Consultant_REQ-10084342-1
8. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Santo-Amaro/Content-Activation---Omnichannel-Orchestration-Consultant_REQ-10084342-1