

Product Expert - Content Enablement Platforms

Job ID

REQ-10081288

Jul 14, 2026

LOC_IN

About the Role

Location: Hyderabad #Hybrid

Key responsibilities:

- Comprehensive understanding of the end-to-end content enablement ecosystem, including digital asset management (DAM), content authoring tools, MLR approval workflows, and content reuse mechanisms.
- Expertise on Content Marketing processes or Platforms (i.e. Wrike / Workfront / Asana) and Digital Asset Management process or Platforms (i.e. Aprimo / Veeva PromoMats).
- Experience with content planning, creation, authoring and approvals.
- 5+ years of experience working on large, complex projects across regions and countries; Proven experience in product portfolio management, program management, process improvements, agile delivery, and cross-functional leadership.
- Strong analytical and problem-solving skills. Proactive “can do” approach. Ability to design, implement and improve processes. Keen listening skills and ability to empathize with stakeholders. Strong collaborative skills, natural curiosity and an ability to influence stakeholders.
- Strong communication skills and ability to offer clarity amid complexity, to drive stakeholder alignment. Experience working with senior stakeholders and managing senior level conversations
- Understanding of agile product delivery.
- University degree with an advanced degree in science / technology and / or business preferred

Essential Requirements:

- Use-case Discovery: Lead structured discovery efforts to clarify requirements, define problem statements, and provide solutions, all leading to a well-defined feature backlog with strong acceptance criteria. Understand the desirability, feasibility, and viability of the problem.
- Conduct research to identify new technologies and methods to improve business processes.
- Responsible for driving solutions with business independently.
- Ensures that requirements and functional documents are created and maintained in a timely, comprehensive manner.
- Translates the business needs to the development team to ensure we build the right thing and build it right.
- Analyzes the feasibility of the requirements and identify product limitation. Works with the Product Owner to identify solutions.
- Leverages Jira to create, maintain, extend, tag & refine Epics, and User Stories.
- Cross Team Collaboration: Work closely with technology teams to resolve blockers, ensure timely delivery of platform capabilities, and support integration efforts.
- Market Onboarding: Lead onboarding efforts for new users and markets through workshops, training sessions, and

documentation.

- Create training and change management frameworks and communications to raise awareness of the tools available, and ensure seamless integration of capabilities across international markets
- Provides expertise and guidance to the training and change team. When required, delivery of training to end users.
- Analyses the value of feature released and adoption.
- Helps define Objectives and Key Results (OKRs), KPIs, and dashboards relevant to the Product team and various stakeholders.

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Role Requirements

Division

DIV_IM

Business Unit

Marketing

Location

LOC_IN

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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