

Digital Marketing Execution Manager

Job ID

REQ-10084970

Aug 31, 2026

LOC_PL

About the Role

Key Responsibilities

- Deploy and optimize customer engagement plans and journeys, using insights to improve customer experience.
- Maintain relevant, accurate, and visible digital content across approved channels and platforms.
- Coordinate content updates reflecting new information, safety data, and regulatory guidance.
- Champion digital initiatives and strengthen omnichannel capabilities across the Commercial Portfolio.
- Ensure digital activities meet regulatory, safety, Medical, Legal, and Regulatory requirements.
- Partner with Execution Excellence and cross-functional teams to improve digital execution and platform readiness.
- Collaborate across Commercial, regional, Legal, Regulatory, Quality, Finance, and Operations teams to deliver aligned digital priorities.

Essential Requirements

- Bachelor's degree in Marketing, Communications, Digital Media, or a related field.
- Five to eight years of experience in digital marketing, content operations, or omnichannel execution.
- Professional experience in regulated industries, preferably pharmaceuticals or healthcare.
- Hands-on experience managing digital content, platforms, and activation workflows.
- Strong understanding of digital channels, content lifecycle management, and platform readiness.
- Ability to coordinate compliant digital execution across multiple systems and cross-functional teams.

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:

- Poland: PLN 174,500 – 324,100

The 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.

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 will 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/novartis_com/files/novartis-life-handbook.pdf

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

Commitment to Diversity and Inclusion / EEO paragraph:

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

Role Requirements

Primary location salary range

zł174,500.00 - zł324,100.00

Division

DIV_IM

Business Unit

Sales

Location

LOC_PL

Site

Warsaw

Company / Legal Entity

PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Temporary (Fixed Term)

Shift Work

No

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