NOVARTIS

Digital Marketing Execution Lead

Job ID
REQ-10090899
Oct 27, 2026
LOC_KR

About the Role

Digital Engagement & Asset Visibility

- Conduct light-touch digital engagement to maintain visibility and awareness of selected Commercial Portfolio products.
- Utilize approved digital channels and platforms to sustain simple, consistent engagement.
- Ensure digital assets remain active, visible, and aligned with key messaging.
- Monitor basic engagement signals to inform required content adjustments.
- Support Field Force roles if they are required in targeted fashion for specific product(s).

Digital Content & Channel Management

- Manage and update digital materials to ensure relevance, accuracy, and compliance.
- Upload, tag, and optimize content across approved systems and platforms.
- Ensure timely updates to reflect new information, safety data, or regulatory guidance.
- Maintain digital channel readiness for content deployment.

Compliance & Regulatory Alignment

- Ensure all digital content and activities meet regulatory, safety, and Standard Operating Procedure (SOP) requirements.
- Track and coordinate Medical, Legal, and Regulatory (MLR) reviews for required updates.
- Maintain documentation and audit readiness for all digital materials.
- Address compliance findings promptly and implement corrective actions.

Execution Excellence (EE) Collaboration

- Engage with EE for guidance on omnichannel (OC) utilization, analytics, and platform use.
- Apply EE recommendations to ensure content availability across relevant platforms.
- Leverage EE enablement for process clarity and digital execution improvements.
- Participate in alignment discussions to plan digital priorities and capacity.

Cross-Functional Collaboration

- Coordinate with Commercial Portfolio team, TAs, EE and international/region teams to align on digital needs.
- Support brand planning with input on available content, channels, and digital activation options.
- Work with Legal, Regulatory, and Quality teams to ensure compliant digital execution.
- Collaborate with Finance and Operations on budget tracking and execution processes.

Leadership & Culture

- Foster an engaged, high-performance culture with clear goals, coaching, and ongoing development.
- Attract future ready talents, help them grow, and keep them engaged; strengthen succession and capability across the country organization.
- Lead by example with Novartis Leadership Expectations & Behaviours, encouraging transformation, strong performance, and a growth mindset.

Key performance indicators:

- Execution of insights & analytics services and related Strategic projects
- Performance on productivity and competitiveness, measured against goals & benchmarks .

Experiences

- Experience in digital marketing, digital content operations, or omnichannel execution
- 2+ years of direct team leadership, including hiring, coaching, performance management, and succession planning across cross-functional and cross-market teams, direct or indirect P&L management is an advantage (Preferred)
- Experience within regulated industries such as pharmaceuticals or healthcare.
- Hands-on experience managing digital content, platforms, and simple activation workflows.
- Familiarity with content management systems and approved digital channels.

Functional Capabilities

- Strong understanding of digital channels, content updates, and lifecycle management.
- Ability to manage platform readiness and ensure content availability.
- Knowledge of omnichannel execution principles and basic analytics interpretation.
- Ability to ensure adherence to MLR and SOP requirements.
- Skilled in coordinating digital materials across multiple systems.

Leadership Capabilities & Mindset

- Strong organization, communication, and follow-through skills.
- Ability to influence without authority and coordinate diverse stakeholders.
- Demonstrates proactive problem-solving and operational discipline.
- Matrix leadership and talent development: building high-performance, diverse teams; coaching, succession planning, and influencing across complex cross-functional and regional interfaces

Role Requirements

Division
DIV_IM
Business Unit
General Management
Location
LOC_KR
Site
Seoul
Company / Legal Entity
KR01 (FCRS = KR001) Novartis Korea Limited
Functional Area

FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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