NOVARTIS

Omnichannel Engagement Manager

Job ID
REQ-10041078
Feb 26, 2025
Sweden

Summary

Location: Stockholm, Sweden. Hybrid

The OCE Manager will focus on execution of customer engagements (focus on an outside in/peer to peer approach) through various digital channels, including webinars, Pod, email marketing, websites and social media. The role has a strong focus on operational excellence and healthcare system-centricity. Ensures a seamless and personalized customer experience across channels that aligns with overall marketing strategies and will work closely with the Marketing Manager to operationalize customer engagement strategies, using modular content developed by and in collaboration with the Marketing Manager and other Brand Team members.

The Omni Channel Engagement Manager plays a critical role in executing and optimizing customer engagements in digital channels.

This position reports into the Marketing Director of Sweden.

About the Role

Your Key Responsibilities:
Your responsibilities include, but not limited to:

- **Digital Channel Execution:** Develop and execute engaging and personalized customer engagement initiatives, for prioritized brands, across digital channels, including webinars, pod, video on demand, email marketing, websites and social media. Ensure that content and messaging are consistent with the overall marketing strategy and customer-centric approach.
- Identifying and deploying outside in based - peer to peer content for digital interactions that is engaging and tailored to the needs of the target audience. Using data and analytics to evaluate the performance of digital initiatives and make data-driven decisions for optimization.
- **Modular Content Utilization:** Collaborate closely with the Marketing Manager to leverage modular content for digital initiatives, ensuring that content aligns with customer engagement plans. Tailor and optimize modular content to suit the specific needs of each digital channel.
- **Regulatory Compliance:** Ensure all digital engagement activities adhere to regulatory and compliance requirements within the pharmaceutical industry.
- **Digital Technology Proficiency:** Stay updated on digital marketing technologies and tools to enhance campaign effectiveness and operational efficiency.
- **Customer-Centric Approach:** Maintain a strong focus on customer needs and preferences, ensuring that digital engagements are personalized and aligned with the customer's journey.

- **Data-Driven Decision-Making:** Utilize data and analytics to assess the performance of digital engagement campaigns and make data-driven decisions for optimization. Implement engagement design tools that seamlessly integrate with marketing operations systems. Utilize technology, including predictive engines, to manage and monitor customer interactions, ensuring that customers receive the right content and messaging at the right time.
- Inspire and role model excellence. Strategic-oriented, results & growth driven and customer-focused culture, fostering innovation, and supporting best-in-class teams that fully exploit all market opportunities. Rigorously role model and foster unbossed, inspired & culture.

Essential Requirements:

- Education: Marketing degree.
- Min. 1-3 years of experience in digital marketing.
- Proficient Swedish and English, both written and spoken.
- IMA training course certification on compliance.
- Strong collaboration and communication skills.
- Project management.

Desirable Requirements:

- Pharma experience within Digital Marketing.

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

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Business Unit
Innovative Medicines
Location
Sweden
Site
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SE06 (FCRS = SE006) Novartis Sverige AB
Functional Area
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Job Type
Full time
Employment Type
Regular

Shift Work
No
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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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