

# AD, Digital Governance

Job ID  
REQ-10013122  
Juli 16, 2024  
USA

## Summary

Location of position: East Hanover, NJ

## About the Role

This role will maintain and optimize Digital Governance processes for digital capabilities and programs including but not limited to websites, apps, email, content management, social, digital, and traditional media to ensure consistent application of executional requirements across channels within the US Integrated Marketing Organization (IMO).

The successful candidate will drive digital experience accountability by upstream risk management and mitigation strategies with a heightened focus in Channel Governance, Marketing Implementation Governance and One Registry US Platform Governance. This is a transformational, highly visible role with significant potential for impact within the organization. Responsibilities include:

### Channel Governance Expert

- Deliver strategic direction, process design, and artifacts to ensure consistent application of executional requirements at the channel level
- Lead implementation of compliance-driven change within focused channel area (social)
- Compliant and efficient adherence to Novartis established policy
- Bias toward innovation across our organization's digital presence, leading with an enterprise mindset
- US Representation of Digital Governance within various above brand governing boards

### Marketing Implementation Governance

- Optimize Media compliance reviews, inclusive of risk-stratified review strategy, in collaboration with key IMO Partners
- Collaborate with Marketing Implementation Governance Lead to scale and optimize consistent application of media review process and requirements

### Digital Platform / One Registry (1R) US System Lead

- Responsible for Coordination of Global Digital Governance activities, particularly related to Document Management of local DG documentation (Handbook Playbook, etc.), and coordination of issues and open items
- Support 1R QC Analysis and Reporting to Digital Engagement Asset (DEA) Ownership

### Document Management

- Lead appropriate lifecycle management of local US Digital Governance documentation (Handbook Playbook, etc.), and coordination of issues and open items

### **Digital Repository QC coordination**

- Support 1R QC Analysis and Reporting

### **Quality Assurance**

- Centralize capabilities for content across channels, and ensure adherence to all MAP/MIST/Digital Governance process and compliant channel requirements
- Define the audit readiness requirements

### **Optimization**

- Creating, leading, and executing optimization cycles for activated channels within scope to improve process effectiveness and optimize material lifecycle with alignment to commercial and compliance requirements
- In an Agile methodology, prioritize based on value to effort ratio, and execute within established organizational principles
- Update playbooks, inclusive of content standards, roles, responsibilities, and process maps aligned to channels and audiences
- Define & design an approach for collecting & managing feedback on the existing processes and optimize based on value drivers for the business

The pay range for this position at commencement of employment is expected to be between \$144,000 and \$216,000 per year; however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

### **What you'll bring to the role:**

#### **Education** (minimum/desirable):

BA/BS degree or Equivalent required. Focus in Business, Marketing, Digital Media, Computer Science, Engineering, or Communications preferred.

#### **Experience/Professional requirement and Desirable:**

- Five years plus of experience in the pharmaceutical/biotech industry and/or digital marketing operations role is required.
- Prior people leadership is a plus
- Functional experience in regulatory, medical, marketing operations, sales, or communications is preferred.

- Product launch experience is a plus.

## Technical Knowledge/Professional Competencies

- Working knowledge of FDA and Pharmaceutical regulatory and compliance guidelines on advertising and promotion
- Pharmaceutical review and approval process acumen
- Deep understanding of the advertising/creative development process; Digital a must
- Ability to operate under, and apply, Agile Methodology
- Proficiency in computer applications, including Microsoft Office, Adobe Acrobat
- Proficient in MLR process and systems, including but not limited to Veeva Vault PromoMats, Aprimo Marketing Cloud or similar DAM/workflow and/or other channel execution applications; Drupal, SFMC a plus
- Proficient in digital channel requirements and policies governing the digital ecosystem
- Agile Certification Preferred

## Leadership/Organizational Skills

- Aptitude for developing emerging talent into leaders
- Comfortable interacting with all levels of the organization, including senior leaders
- Exceptional facilitation skills to drive consensus quickly in a progressive, change intensive environment
- Risk identification, mitigation, and management skills
- Strong project and process management
- Results-oriented ability to deliver under tight deadlines

## Why Novartis?

766 million lives were touched by Novartis medicines in 2021, and while we're proud of this, we know there is so much more we could do to help improve and extend people's lives.

We believe new insights, perspectives and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways of working.

We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity and flexibility. And we can reinvent what's possible, when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life, is the risk of never trying!

Imagine what you could do here at Novartis!

**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 Network here:

<https://talentnetwork.novartis.com/network>

**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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Division

US

Business Unit

Innovative Medicines

Standort

USA

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Major Accountabilities ~ Steigern Sie Ihr wettbewerbsfähiges Umsatzwachstum ~ Identifizierung und Priorisierung von Kunden mit hohem Potenzial durch Datenanalyse (HCPs und Stakeholder), die Verschreibungsentscheidungen beeinflussen ~ Steigern Sie die Vertriebsleistung durch die geschickte Orchestrierung positiver Kundenerlebnisse ~ Engagieren und Beziehungen aufbauen ~ Führen Sie wertorientierte Gespräche (persönlich und virtuell), um kritische Kundenherausforderungen, Entscheidungstreiber, Schwachstellen und Chancen zu verstehen ~ Personalisieren und orchestrieren Sie Customer Engagement Journeys für HCPs,

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