

# Director, Digital Platforms (Corporate Affairs)

Job ID  
REQ-10009897  
Jul 24, 2024  
Switzerland

## Summary

Director of Digital Platforms (Corporate Affairs)

Location: Basel, Switzerland

### About the Role:

The Director of Digital Platforms plays a crucial role in shaping and enhancing the organization's digital presence, ensuring a seamless and engaging user experience across different platforms, and driving business results through effective communication and engagement strategies. They select, implement, manage and evolve Digital Experience (DXP), Customer Experience (CX) and Employee Experience (EXP) platforms in support of corporate and enterprise communication and engagement objectives, with a strong focus on digital platform strategy and technology roadmap for Corporate Affairs

## About the Role

### Key Responsibilities:

- Develop and execute a comprehensive digital platform strategy, aligning with the goals and objectives of Corporate Affairs and the broader organization.
- Create a technology roadmap that outlines the implementation and evolution of digital platforms, considering both short-term needs and long-term vision.
- Manage and oversee the external corporate web ecosystem, ensuring its effectiveness, usability, and alignment with the brand's identity and communication objectives.
- Develop and provide an internal digital platform that enhances employee experience and supersedes traditional intranet-based channels, fostering collaboration, knowledge sharing, and engagement.
- Provide a robust and highly-featured customer experience platform to facilitate efficient social media management
- Drive feature development across all digital platforms, staying current with market trends, emerging technologies, and user needs, and leveraging insights to enhance user experience and achieve business goals.
- Collaborate with Information Security & Risk Management (ISRM) to ensure platform monitoring and security, implementing rigorous measures to protect data integrity and mitigate potential risks.
- Coordinate with the Data, Digital & Information Technology team and other digital platform business owners to align strategies, share best practices, and leverage cross-functional resources.
- Regularly evaluate and optimize the performance of digital platforms through analytics, user feedback, and industry benchmarks, making data-driven decisions to drive continuous improvement.

- Stay abreast of industry advancements, digital trends, and evolving technologies to identify opportunities for innovation and recommend platform enhancements, ensuring cutting-edge digital experiences.
- Collaborate with stakeholders and subject matter experts to understand business requirements and develop solutions that deliver value and achieve organizational objectives.
- Act as a thought leader in the digital platform industry by staying updated on industry trends, participating in conferences and industry events, and sharing knowledge and insights with internal stakeholders and the wider community.

### **Essential Requirements:**

- Master's degree in communications, information technology or computer science with 7-10 years of experience in communications, digital or information technology
- Platform strategy and management in corporate, SaaS or consultancy settings including technology roadmaps and responsibility for large web or intranet ecosystems
- Program management including Agile methodologies and scaled agile frameworks
- Strong experience with platform UX/UI and knowledge of data privacy, digital accessibility and search
- Leadership of matrixed and cross-functional international teams
- Fluent English language, other languages useful

### **Desirable requirements**

- Use of Artificial Intelligence (AI) tools and techniques
- Familiarity with customer experience platforms

### **Benefits and rewards:**

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### **Commitment to Diversity & Inclusion:**

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

### **Accessibility and accommodation:**

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in any order to receive more detailed information about essential functions of a position, please send an e-mail to [inclusion.switzerland@novartis.com](mailto:inclusion.switzerland@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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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.

Division

Corporate Affairs

Business Unit

CTS

Location

Switzerland

Site

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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