

Digital Marketing Engagement Director

Job ID
REQ-10031271
Dec 03, 2024
Denmark

Summary

The position can be done from Denmark, Finland or Sweden.

Location: Hybrid. (mostly office based, but some customer facing activities are expected.) The position can be done from Denmark, Finland, or Sweden.

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We are seeking a dynamic, hands-on and execution focused, experienced Digital Marketing Engagement Director to lead above brand digital marketing efforts for the local market. A core area of focus for this role is to bring the business and digital roadmap close together, connecting the above brand strategy from region and international to the country digital marketing efforts and operations.

You will oversee a team of digital engagement managers working in the other Nordic markets to align the efforts and optimize processes, and work closely with country marketing and digital experts, fostering a collaborative environment that thrives on creativity and innovation to enhance the digital performance in the Novartis Nordics organization.

This role also operates as a Digital Marketing Engagement Manager for one of the Nordic markets, playing a dual role. You will be responsible for a range of digital activities, digital upskilling of cross-functions, as well as internal and external benchmarking to ensure we are bringing digital to the forefront and striking the right balance between high level vision and executional expertise.

This position reports into the Nordic Business Excellence & Execution Head.

About the Role

Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Cultivate a strong digital community within the Nordics together with all digital functions, BE&E and Marketing teams. Develop and implement a comprehensive digital marketing roadmap tailored for the Nordics, based on International and Western European Cluster (WEC) direction and priorities. Aligning with BE&E Nordic objectives and specific market needs. Collaboratively develop country digital plans based on country 1IP and implement solutions to enhance the measurement of customer engagement KPIs in collaboration with the Marketing team and Data, Insights & Analytics team.
- Capitalize on digital marketing trends and emerging technologies in the pharmaceutical industry to support the overall business growth and digital savviness of the organization. Map and build relationships with key digital stakeholders in the market (eg.: local innovation forums, conferences, etc.). Package and adapt international and regional digital tools to the 4 Nordics markets together with the in-market Digital

Engagement Managers and local marketing team, with focus on priority brands to accelerate growth.

- Develop with key stakeholders and maintain an overview of all websites in the market, digital platforms, and tools available and utilized to support and strengthen the digital presence of Novartis and its brands in the local market. Implement interactive marketing projects including email campaigns and online advertising to exploit marketing opportunities in collaboration and alignment with marketing and digital peers.
- Lead, mentor, and inspire a diverse team of digital marketing professionals, fostering a culture of continuous digital improvements and excellence. Work closely with Digital peers from the WEC cluster and the international organization to share learnings, export knowledge as well as bring interesting initiatives and experiences to the Nordics. Engage with internal stakeholders to promote awareness and alignment on marketing initiatives (CMs, Marketing and BE&E Directors, Customer Engagement, Market Access, Medical). Coordinate with regional and cross-functional country teams (e.g., marketing, local digital operations and omnichannel, sales, medical) to ensure cohesive messaging and alignment on digital marketing initiatives.
- Lead the content for digital upskilling of the organization and facilitate as needed in collaboration with learning and capabilities. Collaborate as needed with external agencies and vendors to enhance digital marketing efforts and expand reach. Identify shared digital marketing needs across priority brands in the Nordics - form executional collaboration around key impactful tactics that can be brought to market effectively if orchestrated together to improve overall digital execution, time to market, and KPI measurement capabilities.
- Collaborate with peers to design and execute engaging cross-Nordic relevant digital content across multiple digital platforms (social media, email, websites, webinars) to foster shorter time to market, strong KPI measurements to enhance digital relationships with healthcare professionals, patients, and other stakeholders. Optimize resources and enhance cross-Nordics collaboration to strengthen omnichannel digital capabilities & marketing platforms utilization (eg.: campaign marketing automation), across all relevant functions (incl: HCMs, Medical, Market Access). Analyze and interpret digital insights to tailor messaging and optimize engagement strategies in collaboration with local teams.
- Own, communicate and educate functions in the organization on online solutions, platforms, and tools available (CRM, Veeva tools, etc.). Manage timelines for Implementation of new technologies in line with WEC and international expectations, to maintain high standards of digital utilization (consent needs orchestration, new version releases, system implementations, etc.) and serve as the local point of contact for all system related aspects.
- Establish key performance indicators (KPIs) to measure the effectiveness of digital marketing initiatives across the Nordics and support the pull-through above brand. Champion and enable data driven decision making across the business with insights from digital initiatives to enhance performance. Ensure all marketing activities adhere to industry regulations and company policies.

Essential Requirements:

- Education: Master's degree in digital marketing, Business (MBA), or a related field.
- Min. 5 years of experience in digital marketing.
- Understanding the healthcare system.
- Strong understanding and utilization of digital marketing tools and analytics, including SEO, PPC, social media, and content marketing.
- Proficient English, both written and spoken.
- Driving things, getting things done.
- Outstanding project management skills and working collaboratively and cross-functionally.
- Solid knowledge of digital trends, technology, and innovative methodologies.

Desirable Requirements:

- Ability to lead teams with and without authority and motivate associates across complex matrix organizations.
- Proficiency in one of the Nordic languages.

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

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

Division

International

Business Unit

Innovative Medicines

Location

Denmark

Site

Copenhagen

Company / Legal Entity

DK06 (FCRS = DK006) Novartis Healthcare A/S

Alternative Location 1

Espoo, Finland

Alternative Location 2

Kista, Sweden

Functional Area

Marketing

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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