

# Digital Engagement Expert

Job ID

REQ-10056735

Jul 01, 2025

Croatia

## Summary

We are seeking a highly skilled and motivated Digital Engagement Expert to join our Business Excellence and Execution team. The purpose of this role is to provide expertise, lead, and implement a portfolio of digital and omni-channel engagement solutions with a tangible impact. You will work closely with Marketing Leads, Field Marketing Leads, Medical Engagement colleagues, and Partnership Solution Lead to design, develop, and deliver omni-channel and digital customer engagement strategies and tactics.

## About the Role

### Key Responsibilities:

- **Digital Marketing Management:** Utilize your understanding of various digital marketing channels such as websites, launchpads, SEO, SEM, social media, email marketing, and content marketing to drive our digital initiatives
- **Technical Platforms Management:** Manage and utilize our digital tools and platforms, including: content management systems (FUSE), CRM systems, website/CMS platforms (Drupal 10), Google Analytics, Google Search Console, and email marketing platforms
- **OCE Project Management:** prepare omnichannel campaigns in collaboration with business, analyze their outcomes based on set of KPIs to measure adoption, engagement and customer satisfaction
- Execute OCE operational tasks, including email marketing and content distribution on our portals, CRM system, coordinating with external partners and content owners
- **Data Analysis:** Analyze digital data from different digital sources to make informed decisions and optimize OCE campaigns
- **Content Management:** Collaborate cross-functionally with marketing and medical teams to support them in digital content creation.
- Oversee digital assets using corporate content management systems, ensuring proper uploading, storage, tagging
- Upskill the organization around omni-channel and digital marketing capabilities.
- Secure compliance on digital platforms by driving Digital Governance processes
- Create and optimize digital processes and tools
- Establish success criteria, manage finances, and identify key metrics for successful implementation of each project

### Requirements:

- Education: a degree in Business, Marketing, Digital communication or a related field

- At least 5+ years of experience in digital marketing, social media management, or similar areas
- Highly developed understanding of digital trends & solutions, technology platforms, and products
- Strong understanding of omni-channel marketing landscape, strategies, tactics, opportunities, key tools, and platforms
- Technical Proficiency: Knowledge of web development and familiarity with CMS platforms (preferably Drupal)
- Email Marketing: knowledge of email marketing platforms
- SEO and SEM: Understanding of search engine optimization (SEO), search engine marketing (SEM) and Google Search Console to improve website visibility and traffic
- Data Analysis: Ability to analyze data using tools like Google Analytics
- Social Media Management: Expertise in managing social media platforms and campaigns
- UX/UI Design: Understanding user experience (UX) and user interface (UI) design principles to create user-friendly digital products (apps, websites).
- Adaptability and willingness to learn: to stay updated with the latest digital trends and technologies
- Strong evidence of project management, delivery against milestones, and cross-functional working
- Excellent written and verbal communication skills in English and Local language
- Ability to work in a team, proactivity, organization, and attention to detail

#### **Benefits:**

- Competitive salary and benefits package.
- Opportunity to work in a dynamic and innovative environment.
- Professional development and growth opportunities.
- Collaborative and supportive team culture.

**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?

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Division

International

Business Unit

Innovative Medicines

Location

Croatia

Site

Croatia

Company / Legal Entity

HR03 (FCRS = HR003) Novartis Hrvatska d.o.o.

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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