

# Customer Activation Manager

Job ID  
REQ-10022355  
Sep 16, 2024  
Poland

## Summary

Customer Activation Manager contributes to the creation of customer engagement strategy and tactics by harnessing the full power of an omnichannel model to deliver an excellent customer experience, competitive advantage and contribute to the delivery of the Poland organization's business objectives.

Customer Activation Manager is responsible for delivering customer engagement plans across multiple channels ensuring re-use of global/regional assets in the local markets and orchestrating activities related to customer engagement plans.

## About the Role

### Key responsibilities:

#### Your responsibilities include, but are not limited to:

- Develops and implements customer engagement plans across multiple channels from conceptualization to final launch in close collaboration with BE&E and TAs
- Develops personalized and best-in-class content based on customer needs in accordance with internal rules & procedures. Explores and trials new content formats and channels to drive deeper engagement
- Leads the orchestration of customer journeys collaborating with the cross-functional teams
- Defines and monitors metrics & KPIs optimizing plans to effectively steer performance improving overall customer experience & satisfaction
- Manages external partners/agencies being responsible for their deliverables and monitors their performance based on agreed KPIs.
- Proactively identifies and leverages innovative customer engagement solutions and content creation tools
- Manages Novartis-owned customer communication platforms

### Essential Requirements:

- University degree (economics, business, digital marketing, communications, public relations)
- Language skills: local language + fluent English (speaking, writing, listening)
- Proven digital/omnichannel marketing experience in the pharma market (in Rx/agency will be a plus)
- Ability to learn quickly and proactively seek for innovative digital marketing solutions & tools
- Take a hands-on role and deliver on highly visible multiple projects. Prioritization skills with attention to detail

- Ability to quickly build collaborative working relationships with a diverse range of stakeholders
- Strategic and analytical thinking. Capable of translating data and analysis results into actions
- Entrepreneurial and proactive management skills with a “can do attitude”
- Leading without authority, change management and strategic thinking

**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

Poland

Site

Warsaw

Company / Legal Entity

PL03 (FCRS = PL003) Novartis Poland Sp. z o.o.

Functional Area

Data Science

Job Type

Full time

Employment Type

Regular

Shift Work

No

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