

ED, Marketing Skills & Capabilities Lead

Job ID

REQ-10047870

Jul 07, 2025

Switzerland

Summary

The ED, Marketing Skills and Capabilities Lead will shape the future of marketing excellence for International Top markets and Regions. This role involves creating a holistic learning framework and curriculum to ensure our teams have the cutting-edge skills needed to lead in marketing and customer experience operations. The Lead will implement a comprehensive training strategy, define measurable KPIs, and track progress across International. Reporting to the Head of Launch Excellence & Execution, the Lead will align with business priorities and address challenges. This role is crucial in connecting patients with innovative new medicines in our digital-first world. Join us and lead the way in Marketing Excellence!

Ready to make an impact? Apply now!

About the Role

Major Accountabilities:

- Collaborate with internal and external thought leaders as well as leaders within the organization, top markets, regions, and functional leaders to assess and define priority capabilities, training needs, behaviors, skills, and knowledge required for Marketing Excellence.
- Develop a fit-for-future marketing capabilities framework and learning curriculum to deliver against the organization's capability roadmap. Lead the harmonization of ongoing/existing commercial capabilities-building efforts while leveraging best practices from various markets.
- Lead the design and delivery of an impactful in-house training and train-the-trainer program for international markets; potential to adapt existing approaches.
- Build and lead communities of practice and distributed teams who will serve as content experts and who will be equally accountable for successful capability development.
- Design KPIs and benchmarking for marketing capabilities and develop a roadmap for continuous improvement.
- Oversee the digital knowledge hub as a central learning platform for above-country and in-country learnings.
- Stay at the forefront of external marketing capability evaluations and trends to transform the function into an agile learning organization with best-in-class methodologies and approaches.
- Create a work environment in which people are enabled to perform to the best of their abilities and where high-performing teams flourish.
- Serve as an active member of the leadership team, partnering with functional leads from various departments.

Essential Requirements:

- Minimum of 12 years of experience in Marketing and Skills & Capabilities Training in a regulated industry
- Multi-functional experience in Pharmaceutical, Healthcare or Consumer Packaged Goods in strategic marketing and execution
- Minimum of 7 years of experience in leading and delivering learning curriculum and solutions within a marketing organization
- High level understanding of training design and delivery concepts, architecture, tools and system environment
- Experience leading transformational digital, data and customer experience solutions to support evolution of commercial organizational capabilities
- Experience in employee development and career pathing
- Experience in local and above-country (Headquarter) marketing & commercial functions
- Curiosity and passion about marketing, staying abreast of industry news, best practices, and emerging trends
- Strong influencing skills at all levels of a multinational enterprise, and the ability to exercise tact, diplomacy, and decisiveness in situations where input may not be consistent
- Ability to facilitate and drive change in a fast-paced, matrixed environment leveraging his/her strong interpersonal skills and ability to influence individuals at all levels of the organization
- Able to establish credibility and influence across a range of diverse stakeholders in a matrix organization to drive change
- Excellent written and oral communication skills with the ability to effectively communicate complex ideas and information to a range of audiences and stakeholders

Desirable Requirements:

- US or large market Commercial experience
- Intrapreneur who thrives working in fast paced, complex and ambiguous environment while remaining flexible, proactive, resourceful, and efficient
- Demonstrated sense of ownership and accountability for the shared success of the team
- Ability to re-prioritize, pivot, and manage multiple complex projects simultaneously
- Experience in developing and executing “Best in Class” processes at scale

Location:

This role can be based in Basel, Switzerland or in one of hubs for International: London, UK; Barcelona, Spain; Dublin, Ireland.

Benefits:

Read our handbook to learn about all the ways we'll help you thrive personally and professionally: [Novartis Life Handbook](#)

Commitment to Diversity & Inclusion:

Novartis is 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 order to receive more detailed information about the essential functions of a position, please

send an e-mail to 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.

Why Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

Join our Novartis Network: *If this role is not suitable to your experience or career goals but you wish to stay connected to learn 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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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

Switzerland

Site

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Alternative Location 1

Barcelona Gran Vía, Spain

Alternative Location 2

Dublin (NOCC), Ireland

Alternative Location 3

London (The Westworks), United Kingdom

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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