

Customer Experience Manager (Digital Strategy & Optimization)

Job ID
REQ-10040796

2月 25, 2025

USA

摘要

This role will be located in East Hanover, NJ. This is a US-based position. No international relocation will be provided for this position.

About the Role

The Customer Experience Manager (Digital Strategy & Optimization) role orchestrates the execution of digital omni-channel experiences, ensuring integrated marketing assets deploy as planned per the cross-functional Customer Experience Plan. This role requires strong collaboration with cross-functional project owners across marketing strategy, HCP education, PR/Comms/patient engagement, media co-e, product (MarTech), marketing operations, data insights, and analytics.

Your responsibilities include, but are not limited to:

- Ensuring feasibility and appropriateness of proposed programs and tactics vis-a-vis the Experience Plan, including application of channel/digital best practices
- Overseeing tactical deployments across HCP and patient marketing programs across channels, ensuring project leads, agencies, and deployment teams (e.g. digital, IT) deliver on Experience Plans ("air traffic control")
- Autonomously lead efficient status meetings across extensive stakeholder base and ensure follow through on decisions/next steps (internal and external partners)
- Proactively ensure plans can be activated on time and within enterprise processes/ways of working
- Support Customer Experience and Optimization teammates in preparing for Experience Optimization Rooms (EORs), enabling increased marketing effectiveness; follow up with stakeholders to ensure pull-through of EOR decisions
- Support all internal discussions where CX expertise is needed
- Ensure websites are built to meet the needs as outlined in the Experience Plan
- Support CXP&O functions in tactical planning and implementation as needed
- Consult with Product Management (MarTech) as they standardize solutions (e.g. web CMS, social platforms, Field CRM, database marketing)
- Execute HCP non-personal promotion target list refreshes as needed
- Other responsibilities necessary for the fulfillment of this role

Minimum requirements:

What you'll bring to the role:

Education: BA/BS Required Experience:

- Three plus years of experience working in digital and managing multi-channel/cross-channel media execution.
- Background in a regulated industry preferred (pharmaceutical, financial, e-commerce and/or related agency experience)
- Ability to build relationships, collaborate, and influence across a matrix organization
- Demonstrated prioritization, and organizational skills as well as the ability to work on complex processes, procedures or solutions
- Administrative management skills - planning, organization, operational decision making and analysis
- Demonstrated experience in working with others to achieve organizational objective,s including the ability to anticipate and adapt, own and or/work group tactics to support changing business needs
- Demonstrated strong oral and written communication
- Analytical acumen and strong program management skills a plus
- Demonstrate continuous learning and curiosity for innovation and application to integrated customer experiences

The pay range for this position at commencement of employment is expected to be between \$119,700.00 and \$222,300.00 a year; however, while salary ranges are effective from 1/1/25 through

12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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- You’ll Receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards> 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. Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

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EEO Statement:

The Novartis Group of Companies are Equal Opportunity Employers who are focused on building and advancing a culture of inclusion that values and celebrates individual differences, uniqueness, backgrounds and perspectives. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to fostering a diverse and inclusive workplace that reflects the world around us and connects us to the patients, customers and communities we serve.

Accessibility & Reasonable Accommodations

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

部门
US

Business Unit
Innovative Medicines

地点
USA

状态
New Jersey

站点

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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