

Director, CX, Campaign Touchpoints

Job ID
REQ-10045072
Apr 01, 2025
United Kingdom

Summary

The Director, CX, Campaign Touchpoints is a critical leadership role within the Customer Experience & Content (CE&C) group at Novartis International. This individual will be responsible for driving consistent campaign pull-through to a range of marketing materials and experiences that shift customer behavior through expert storytelling.

This role will guide the creation of high-quality campaign assets that are fit for purpose across international markets. The Director will lead through collaboration, ensuring cross-functional alignment and excellence in creative execution. They will provide clear direction to external agency partners and uphold the highest creative standards.

About the Role

Key Responsibilities:

Campaign Touchpoints

- Contribute ideas to strengthen campaign concepts through the lens of turning key visuals into impactful and emotive campaigns
- Lead the campaign production process with agency partners to turn concepts into campaign assets (images, videos, etc.)
- Manage the approval process of campaign assets (final selects from production) and ensure image licensing and rights are secured and assets are uploaded onto FUSE
- Contribute to brand implementation guides to ensure the campaign vision and use of campaign assets is articulated clearly

Collaboration and Stakeholder Management

- Partner with internal and external stakeholders to share campaign concepts and facilitate brainstorming to define campaign production needs (assets for ICE, CVAs, conferences, social media, etc.)
- Function as a trusted creative advisor
- Partner with CCSs to support campaign rollouts and drive excitement with markets to accelerate adoption of new campaign

Agency Management

- Brief agency creative teams to deliver creative work that is innovative, on-strategy, and aligned with brand objectives

- Provide clear, actionable feedback to agencies, driving continuous improvement and maintaining accountability for high creative standards
- Ensure agencies deliver on time
- Provide direction on Novartis AI creative mandates to stay in compliance

Leadership and Influence

- Navigate complex challenges and ambiguity with strategic clarity and confidence, providing direction and fostering collaboration across teams
- Inspire internal and external teams to push creative boundaries while adhering to regulatory and compliance requirements
- Champion a culture of creativity, innovation, and ambitious standards throughout the organization

Requirements:

- Bachelor's degree in Marketing, Communications, Design, or a related field
- Significant experience in creative, production, omnichannel marketing, advertising, or marketing, a strong element of which needs to be the pharmaceutical or healthcare industry
- Proven expertise in omnichannel marketing and campaign touchpoints, with a strong portfolio of demonstrated work that delivered outcomes
- Experience leading creative development for global or multi-market campaigns, with a history of influencing customer behavior
- Experience navigating a highly matrixed organization with multiple stakeholders
- Deep understanding of pharmaceutical marketing regulations and compliance requirements

Commitment to Diversity & Inclusion:

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

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>

You'll receive:

Competitive salary, Annual bonus, Pension scheme, Share purchase scheme, Health insurance, 25 days annual leave, Flexible working arrangements, subsidised dining facilities, Employee recognition scheme, learning and development opportunities.

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

<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

Universal Hierarchy Node

Location

United Kingdom

Site

London (The Westworks)

Company / Legal Entity

GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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