

Manager, Web, Brand & CX Liaison

Job ID
REQ-10051481
May 21, 2025
Ireland

Summary

Location: Dublin, Ireland

#LI-Hybrid

Relocation Support: This role is based in Dublin, Ireland. Novartis is unable to offer relocation support: please only apply if accessible.

Step into a role where digital innovation meets purpose. As the Manager, Web, Brand & CX Liaison, you'll be at the heart of transforming how patients and healthcare professionals experience Novartis brands online. You'll drive operational excellence across a dynamic portfolio of over 50 commercial websites, ensuring seamless collaboration between cross-functional teams and aligning product strategies with business goals. This is your opportunity to shape the future of pharma brand engagement in the US — where creativity, data, and customer-centricity converge.

About the Role

Key Responsibilities:

- Support the development of web product vision, roadmap, and strategy aligned with Novartis priorities
- Drive adoption of new features through customer journey insights and strategic enablement
- Manage day-to-day operations, sprint accountability, and compliance workflows
- Enhance agile practices and ensure team adherence in collaboration with agile coach
- Analyze product data to inform decisions and optimize performance
- Coordinate cross-functional efforts across marketing, governance, and development teams
- Identify and implement process improvements across the product lifecycle

Essential Requirements:

- University degree required; advanced degree in science or business is a plus
- Minimum 2 years' experience in healthcare, consulting, or pharma with global exposure
- Strong communication skills and ability to engage with senior stakeholders
- Proven leadership in cross-functional, multicultural, and matrixed environments
- Expertise in content management systems and marketing technologies
- High adaptability, curiosity, and familiarity with agile or product methodologies.

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.

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>

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

US

Business Unit

Universal Hierarchy Node

Location

Ireland

Site

Dublin (NOCC)

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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