

Manager - MarTech Products

Job ID

REQ-10051710

May 09, 2025

India

Summary

Join Novartis for driving global impact with innovative digital solutions. We are looking for a candidate at the intersection of Product Management discipline, AI, and content creation for life sciences and pharmaceutical industry

About the Role

Key Responsibilities

- Develops an activation project plan and schedules with the appropriate tasks and deliverable and aligns with product and local markets, ensuring all aspects of the activation are communicated correctly and in a timely fashion
- Implements and communicates a consistent change management methodology for new capabilities and features to maximize adoption, user satisfaction and business value
- Tracks product usage, adoption and customer satisfaction KPIs. Delivers insights that drive Product teams' decisions on strategy and product development.
- Builds, oversees / maintains a training and resource model for using Content products and its capabilities and features for International.
- Establishes efficient flow of information and knowledge to the relevant global and country-level functions to ensure transparency and alignment with Content Enablement strategy.

Essential Requirements

- Exposure to content & channels, content creation processes in pharmaceutical and life sciences industry.
- Proven Applied Generative AI experience in real world scenarios to solve problems, create new products, or enhance existing ones, using AI for improving sales & marketing tactics.
- Bachelor's / master's degree in business or technology / engineering / MBA
- Overall, around 5-7 years of experience in Product Management and, or Content Creation
- Understanding the complexity of integrated working in a matrix and geographically dispersed environment.
- Hands-on experience of project planning, coordinating resources across multiple teams like product, data, and engineering, and ensure end-of-end completion of scope meeting the timelines and quality expectations.
- Passion for keeping up to date with the latest in marketing technology and digital marketing trends.

Soft Skills:

- Joint Value Creation: Ability to collaborate effectively to create value for all stakeholders.
- Dynamic, results-oriented team player who contributes positively to team success.

- Exhibit organizational agility, creativity, strategic & strong analytical thinking.
- Excellent presentation skills and storyboarding skills.
- Excellent interpersonal and communication skills.
- Ability to operate effectively in an international matrix environment.
- Strong stakeholder management skills.

Why Consider 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: 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 and 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>

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

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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