

# Marketing Technology Manager

Job ID

REQ-10048391

Apr 11, 2025

Latvia

## Summary

Driving content synergies across channels, leading digital platform testing, introduction, maintenance, update, and improvement. Ensuring cross-functional collaboration for best-in-class platform execution and digital governance processes. Contributing to innovative projects, Customer Experience (CX), Customer Solution and Omnichannel engagement (OCE) processes across Therapy Areas (TAs) and functions.

## About the Role

- Contribute to a holistic customer experience strategy in IM organization to become a recognized customer experience & engagement leader in the market.
- Develop a strong relationship and closely collaborate with TA Heads, Medical and Marketing teams to support with planning & execution of platform-based engagements, recognizing opportunities & challenges early in the process and adjusting the course of action according to the needs.
- Leverage digital tools/systems and customer-centric methodologies (design thinking, behavioural science, human-centric design) to translate strategic imperatives into best customer experience in virtual interactions.
- Ensure consistent measurement and monitoring (KPIs) of external competitiveness and execution, including customer feedback & satisfaction (including customer surveys).
- Provide TA teams with continuous assessment and support to build next generation health innovative solutions, integrating patient, health professional and business needs at every step of the process.
- Lead and support technical maintenance of Baltic digital assets (HCP portal, websites, newsletters, emailing campaigns, banners, digital advertising, social media, video production, SEO, google ads and more).
- Support digital analytics tools. Ensure design optimizations are implemented to drive customer value.
- Identify common needs and opportunities across TAs to find synergies, reduce duplication and simplify the processes around customer engagement and content delivery.
- Support TA teams in leading and creating the content on disease awareness on social media platforms, such as Facebook, Instagram, YouTube, etc.
- Act as liaison on Cluster and Regional forums. Proactively collaborate with relevant internal partners on software improvements, issues, and fixes.
- Ensure that health information systems are properly embedded in health innovative solutions.
- Support the TA teams on usage of digital tools e.g., Mass Mail, RTE and other digital tools, to strengthen their skills and explore new possibilities.
- Secure compliance on our digital platforms by driving Digital Governance processes and act as coordinator between website owners and global governance function. Drive Digital Governance processes, including onboarding and upskilling.
- Contribute to successful and well-established partnerships with external digital companies.

- Liaise with other countries, International and Regional teams to clarify customer needs and implement any relevant projects.
- Roll out digital solutions that offer tangible impact on the business and ultimately the patients.
- On time reporting of spontaneous adverse events (AE) reports and technical complaints for all Novartis products

**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.

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Division

International

Business Unit

Innovative Medicines

Location

Latvia

Site

Latvia

Company / Legal Entity

LV01 (FCRS = LV001) SIA Baltics, Latvia

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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