

# Digital Strategy & Insights Manager (f/m/d)

Job ID  
REQ-10012634  
Jun 24, 2024  
Austria

## Summary

The Digital Strategy and Insights Manager is responsible for spearheading the digital campaigns and content strategy across various channels, working x-functionally to generate customer insights, managing customer segmentation and customer analysis. They are also accountable for driving change management for an integrated and impactful digital engagement.

## About the Role

### Digital Strategy & Insights Manager (f/m/d)

Location: Vienna, Austria

### Your key responsibilities:

Your responsibilities include, but are not limited to:

- Digital Campaign Implementation and Management (e.g. social media campaigns, strongly liaising with our key brands, implementing content strategies across various channels incl. optimized content for SEO, Co-owner of digital infrastructure, e.g. deputy owner for Salesforce Marketing Cloud, CRM Veeva and ShamanGo)
- Insights Generation & Customer Segmentation (e.g. generating insights through stakeholder mapping across customer journeys, customer segmentation and implementing A/B shifts, continuous measurement and reporting on the effectiveness of digital and omnichannel activities)
- Omnichannel Strategy, Change Management (e.g. building stronger digital capabilities for the OCE team and Austrian organization, driving a holistic customer 360° approach)

### What you'll bring to the role:

#### Essential:

- Relevant professional experience in digital campaign management, customer insights, customer segmentation, digital infrastructure, and content strategy
- Proficiency in Salesforce Marketing Cloud, Veeva and other relevant platforms
- Solid understanding and experience of omnichannel marketing
- Leadership capacity, with background in overseeing change management processes as a plus
- Strong analytical abilities, with experience in market analysis

- Knowledge and understanding of SEO and content creation for varied digital platforms
- Excellent team collaboration skills, ability to work x-functional
- Proven track record in driving marketing automation initiatives
- Fluent in English and German

### **Why Novartis?**

769 million lives were touched by Novartis medicines in 2020, and while we're proud of this, we know there is so much more we could do to help improve and extend people's lives.

We believe new insights, perspectives and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways of working.

We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity and flexibility. And we can reinvent what's possible, when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life, is the risk of never trying!

### **Imagine what you could do here at Novartis!**

In addition to a market-competitive base salary, we offer an attractive incentive program, a modern company pension scheme, learning and development options as well as worldwide career opportunities within the Novartis group. In accordance with Austrian law, we are obliged to disclose the minimum salary. For this position the minimum salary is € 60.000/year (on a full time basis). In most cases, the actual salary will be higher, as we strive to maintain a competitive position in the market and consider your previous experience, qualifications and individual competencies.

We are open for part-time and job sharing models and support flexible and remote working where possible.

### **Commitment to Diversity & Inclusion:**

Novartis is committed to building an outstanding, inclusive work environment and diverse team's representative of the patients and communities we serve.

Our recruitment decisions are based on selecting the best person for the job, regardless of gender, religion, age, colour, race, sexual orientation, nationality or disability.

### **Applicants with Disabilities:**

If because of a medical condition, physical disability or a neurodiverse condition you require an adjustment during the recruitment process, please reach out to [disabilities.austria@novartis.com](mailto:disabilities.austria@novartis.com) and let us know the nature of your request as well as your contact information. The support which we can provide will include advice on suitable positions as well as guidance at all stages of the application process. Austrian law provides candidates the opportunity to involve the local disability representative, Behindertenvertrauensperson (BVP), in the application process. If you would like to request this, please let us know in advance as a note on your CV.

**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>

Division

International

Business Unit

Innovative Medicines

Location

Austria

Site

Vienna

Company / Legal Entity

AT06 (FCRS = AT006) Novartis Pharma GmbH

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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## Adjustments for Applicants with Disabilities

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