

Digital Marketing Engagement Manager

Job ID
REQ-10031489
Dec 03, 2024
Finland

Summary

Location: Finland, Hybrid.

This position is mostly office based, but some customer facing activities are expected.

We are seeking a dynamic, hands-on and execution focused Digital Marketing Engagement Manager to lead above brand digital marketing efforts for the local market. A core area of focus for this role is to bring the business and digital roadmap closer together, connecting the above brand strategy from region and international to the country digital marketing efforts and operations.

You will work with country marketing and digital experts, fostering a collaborative environment that thrives on creativity and innovation to enhance the digital performance in the Novartis Nordics organization. This role will be responsible for a range of digital activities, digital upskilling of cross-functions, as well as internal and external benchmarking to ensure we are bringing digital to the forefront and striking the right balance between high level vision and executional expertise.

The position reports into the Digital Marketing Engagement Director and will have dotted line reporting to the BE&E Director and the Marketing Director.

About the Role

Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Implement the digital marketing roadmap, based on International and Western European Cluster (WEC) direction and priorities, aligning with BE&E Nordic objectives and specific market needs, working closely with the OCE manager and Digital operations in the market. Collaboratively develop country digital plans based on country 11P and implement solutions to find efficiencies, enhance the measurement of customer engagement KPIs in collaboration with the Marketing team and Data, Insights & Analytics team.
- Capitalize on digital marketing trends in the pharmaceutical industry to support the country business growth and digital savviness of the organization. Map and build relationships with key digital stakeholders in the market (eg.: Regional innovation forums, conferences, etc.) Rollout digital training and upskilling initiatives across the organization.
- Package and adapt international and regional digital tools to make them available in market, in partnership with local teams, with focus on priority brands to accelerate growth. Develop with key stakeholders and maintain an overview of all websites in the market, digital platforms and tools available and utilized to support and strengthen the digital presence of Novartis and its brands in the local market.

- Implement digital marketing projects including email campaigns and online advertising to exploit different marketing opportunities in collaboration and alignment with marketing and digital peers. Engage with internal stakeholders to align on the different above brand marketing initiatives (including: CMs, Marketing and BE&E Directors, Customer Engagement, Market Access, Medical). Lead the content for digital upskilling of the local organization and facilitate trainings and digital events, in collaboration with learning and capabilities.
- Collaborate as needed with external agencies and vendors to enhance digital marketing efforts and expand customer reach. Improve overall digital tool utilization, execution and KPI measurement capabilities. Collaborate with peers to design and execute engaging cross-Nordic relevant content and campaigns across multiple digital platforms (social media, email, websites, webinars) to foster shorter time to market, strong KPI measurements to enhance digital relationships with healthcare professionals, patients, and other stakeholders.
- Optimize resources and enhance cross-Nordics collaboration to strengthen omnichannel digital capabilities & marketing platforms utilization (eg.: campaign marketing automation), across all relevant functions (incl: HCMs, Medical, Market Access). Analyze and interpret digital insights to tailor messaging and optimize engagement strategies in collaboration with local teams. Own, communicate and educate functions in the organization on digital marketing platforms and tools available (CRM, Veeva tools, etc.).
- Manage timelines for Implementation of new technologies in line with WEC and international expectations, to maintain high standards of digital utilization (consent needs orchestration, new version releases, system implementations, etc.) and serve as the local point of contact for all marketing system related aspects.
- Establish key performance indicators (KPIs) to measure the effectiveness of digital marketing initiatives across the Nordics and support the pull-through above brand. Champion and enable data driven decision making across the business with insights from digital initiatives to enhance performance. Ensure all marketing activities adhere to industry regulations and company policies.

Essential Requirements:

- Education: Bachelor's degree in digital marketing, Business, or a related field.
- Min 3 years of experience from Digital Marketing.
- Proficient English, both written and spoken.
- Knowledge of the healthcare system.
- Outstanding project management skills and working collaboratively and cross-functionally.
- Strong understanding and utilization of digital marketing tools and analytics, including SEO, PPC, social media, and content marketing.
- Experience with the main marketing automation tools and platforms and CRM systems.

Desirable Requirements:

- Proficiency in Finnish.
- Experience with market automation tools and platforms.

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>

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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

Innovative Medicines

Location

Finland

Site

Espoo

Company / Legal Entity

FI02 (FCRS = FI002) Novartis Finland Oy

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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