

# Web Strategy & Operations Manager

Job ID  
REQ-10037883  
Jan 27, 2025  
Canada

## Summary

Web Strategy & Operations Manager – Omnichannel Engagement Strategy Team

Location: Montreal, #LI-Hybrid

Bringing life-changing medicines to millions of people, Novartis sits at the intersection of cutting-edge medical science and innovative digital technology. As a global company, the resources and opportunities for growth and development are plentiful including global and local cross functional careers, a diverse learning suite of thousands of programs & an in-house marketplace for rotations & project work. With a strong medicines pipeline our current transformation will not just deliver growth for our business but continue to allow us to bring innovative medicines to patients quickly.

### About The Role:

As the Web Strategy & Operations Manager, you will play a key role in driving Novartis' digital engagement strategy by overseeing the strategic direction and day-to-day operations of the HCP portal. This role combines strategic planning with hands-on execution, ensuring seamless user experiences, regulatory compliance, and data-driven decision-making. You will collaborate with cross-functional teams and global stakeholders to implement innovative solutions, optimize web performance, and deliver impactful digital initiatives that align with Novartis' overarching objectives.

## About the Role

### Key responsibilities:

- Develop and implement web strategies that align with Novartis' digital objectives and meet the needs of healthcare professionals (HCPs)
- Oversee the day-to-day operations of the HCP portal, including content management, compliance with regulatory requirements, and troubleshooting technical issues.
- Collaborate with cross-functional teams to enhance website navigation, SEO, and personalization for an optimized user experience.
- Measure and report on the performance of the portal, providing actionable insights to drive continuous improvement.
- Act as a liaison between local and global teams to ensure best practices are shared and implemented across markets.
- Lead the execution of key digital initiatives, such as the adoption of Google Analytics 4, ensuring timely delivery and alignment with global standards.

- Manage budgets and vendor relationships to ensure cost-effective and timely delivery of web and digital initiatives.
- Identify and implement emerging web technologies to enhance platform capabilities and collaborate with the global team to communicate the local needs.

**Essential requirements:**

- Excellent communication skills to engage with cross-functional teams and stakeholders.
- Strong project management skills to handle multiple tasks and deadlines efficiently.
- A true team player, ability to work collaboratively in a team environment, offering insights, ideas, and solutions.
- Exceptional interpersonal and communication skills, capable of presenting strategies and visions to diverse audiences.
- Confident in engaging with stakeholders at various levels, including senior leadership.

**Desirable requirements:**

- Strong expertise in web analytics tools (Google Analytics, GTM) and CMS platforms (Drupal).
- Experience in healthcare or a regulated industry is an asset.

**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

International

Business Unit

Innovative Medicines

Location

Canada

Site

Montreal

Company / Legal Entity

CA04 (FCRS = CA004) NOVARTIS PHARMA CANADA INC.

Alternative Location 1

Toronto, Canada

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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

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