

# Digital Lead (temporary, maternity cover role)

Job ID  
REQ-10041937  
Mar 04, 2025  
Israël

## Résumé

This position is a temporary, maternity cover position.

Location: Hybrid.

The Digital Lead has the responsibility over the implementation of the digital strategy for the respected therapeutic area in alignment with the different stakeholders. Will have to initiate, develop, implement and accelerate the appropriate required digital solutions and interventions in the collaboration with x-functional team and external stake-holders.

This role is essential in accelerating the digital ability to embrace and drive greater impact from our investments by embedding and institutionalizing key digital capabilities working in partnership with brand teams, supporting a comprehensive cultural transformation to a more innovative and digital-driven company. The person will be responsible for engaging with key internal and external stakeholders.

This role drives the digital execution, by engaging with the peers and colleagues on RE/cluster level and actively participating in sharing best practice platforms. This person has to demonstrate leadership, ease with engaging with the customers, project management and marketing skills and should be recognized as an experienced contributor to his or hers cross-functional team/squad. The person will be encouraged to scan for and “steal with pride” digital solutions which already exist and proved the value in other countries in Cluster and RE (this is a step forward from sharing the best practices).

This position reports to the Innovation and Digital Head of Israel.

## About the Role

### Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Works cross functionally with marketing, medical and market access to make available digital contents and materials for the strategic brands. Execute a clear and well-communicated project management plan for digital in ST Franchise in alignment with the local team (cross-functional).
- Ensures that the RE digital strategy is implemented for prioritized brands/ launches. Engage with key stakeholders in order to develop innovative digital solutions, with strong digital impact on relevant growth targets, for brand and on franchise level.
- Closely align relevant KPIs targets for digital initiatives. Initiate and support selected local activities to achieve digital impact and other relevant growth targets across brands. Lead a broadside digital project (such as Patient Portal) working closely with the Digital Head. Ensures the availability of the right level of

digital competencies and resources leveraging global IT / PLS teams and external vendors.

- Guides effective use of resources according to the defined priorities. Allocates digital resources in brand forecast and optimize resource allocation to support digital strategic priorities. Supports KPI driven approach to enable execution of local digital plans.
- Acts proactively to leverage digital technologies to streamline and simplify internal processes. Provides support in the TA to improve commercial productivity. Supports to leverage digital technologies to simplify internal processes.
- Create and implement innovative digital tools (e.g. multichannel, patient adherence). Drives innovative approaches to the integration of commercial inputs across all stakeholders. Involve in developing and implementing patient-centric product and service offerings. Introduces new digital go to market models for the TA in alignment with RE.
- Communicates the digital strategic priorities in a way it enhances identification and team approach. Functions as a role model for Novartis core values, shapes and contributes to the culture. Supports and actively drives diversity & inclusion. Supports the continuous upgrade of new digital capabilities.
- Closely interacts with local team to build digital strategy and initiatives. Regularly interacts with the commercial and digital teams in the cluster to align on commercial opportunities and associated risks, cross country collaboration and resource allocation. Manages relevant interfaces at country level to foster development of the digital initiatives according to country's needs. Able to mobilize internal (PLS and Commercial IT) and external digital providers.

#### **Essential Requirements:**

- Education: Bachelor's degree.
- Min. 3-5 years of experience from Digital Marketing.
- Proven experience in leading the implementation of digital projects, very good knowledge of digital tools.
- Proficient Hebrew and English, both written and spoken.
- Collaborative.
- Great communication skills.
- High level presentation skills with ability to communicate and engage at all levels within the organization.

#### **Desirable Requirements:**

- Experience from Pharma or Healthcare.

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