

# Associate Director, Omnichannel Operations

Job ID  
REQ-10036088  
Ene 13, 2025  
Estados Unidos

## Resumen

The AD, Omnichannel Operations is a transformational, highly visible role with significant potential for impact within the organization and will drive our strategy, delivery, and management of orchestrated, customer-centric omnichannel engagement initiatives by engineering operational processes, audit strategies, universal content standards, in a clear, documented format. This role will enable Omnichannel marketing at scale in support of the US Integrated Marketing Organization (IMO) and is responsible for developing/maintaining content and data processes that achieve personalized customer engagement, efficiency, and audit readiness objectives.

This position is based in East Hanover, NJ and will not have the ability to be located remotely. Novartis is unable to offer relocation support for this role; please only apply if this location is accessible for you. This position will require 10% travel as defined by the business (domestic and/or international).

#LI-Hybrid

## About the Role

### Key Responsibilities:

- **Simplify and standardize digital engagement processes** - In an Agile methodology, accountable to deliver content standards, process inputs & outputs, artifacts, roles, responsibilities, and related channel documentation to enable consistent, compliant ways of working. Perform requirements gathering, technical specifications, and testing solutions prior to deployment.
- **User Experience Design** - Define & design an approach for collecting & managing feedback on the existing processes. Write technical use cases to automate, integrate, and optimize User Experience (UX). Collaborate with stakeholders to understand their current pain points and prioritize problems to solve based on impact/effort.
- **Communication/Collaboration** - Ensure core strategic narrative/scope is aligned cross functionally and simplify complex/technical concepts into themes that are easy to understand/recall. Present opportunities, risks, and benefits to senior stakeholders succinctly. Develop presentations and quick reference guides as well as managing guidance docs and related system instructions. Write/contribute to Working Practice Documents (WPDs) and consult in internal or external audits/inquiries.
- **Innovation** - Develop first in industry solutions that enable people to do more fulfilling work, faster, with higher quality output. Leverage the scientific method to test, learn, and iterate to define the future of work.
- **Project management** - Lead special projects or cross-functional work streams as necessary and act as subject matter expert as needed to represent the department.

### Essential Requirements:

- BA/BS degree in a related field such as Marketing, Process Engineering, or Information Systems
- Minimum of 5 years of experience in Marketing/Marketing Operations with knowledge of FDA guidance for industry & promotional review/approval process (PRC, MLR, MAP)
- Working knowledge of Integrated MarTech, e.g., Aprimo, Salesforce, Veeva Systems, Adobe Experience Cloud, Drupal, and similar platforms
- Excellent written/verbal communication skills and comfortable presenting to large/small groups
- Deep expertise with the ability to articulate the right level of detail depending upon the audience
- Demonstrate persistent follow through and ability to juggle shifting priorities with ease
- Results-oriented ability to deliver under tight deadlines

**Desirable requirements:**

- Agile or Six Sigma certification
- Advanced degree: Master of Business Administration

**Commitment to Diversity & Inclusion:** Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

The pay range for this position at commencement of employment is expected to be between \$160,300 and \$297,700/year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

**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>

**EEO Statement:**

The Novartis Group of Companies are Equal Opportunity Employers who are focused on building and advancing a culture of inclusion that values and celebrates individual differences, uniqueness, backgrounds and perspectives. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to fostering a diverse and inclusive workplace that reflects the world around us and connects us to the patients,

customers and communities we serve.

## **Accessibility & Reasonable Accommodations**

The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

División

US

Business Unit

Innovative Medicines

Ubicación

Estados Unidos

Estado

New Jersey

Sitio

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

Márketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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