

AI Search & SEO Manager

Job ID

REQ-10066912

Feb 24, 2026

LOC_IE

About the Role

Key Responsibilities

- Define and lead AI Search and SEO strategy across Novartis brand websites.
- Develop a scalable AI visibility measurement framework and reporting model.
- Oversee research on AI Overview ranking patterns and competitive benchmarking.
- Partner with marketing, content, and engineering teams to implement structured data and optimization recommendations.
- Play an active role to translate findings into actionable recommendations to leadership and brand stakeholders.
- Lead tool and vendor partnerships (e.g., Profound, SEMrush, Amplitude). Define success criteria and rollout plans for tool implementation and optimization.
- Stay curious and informed on emerging AI search capabilities, tools, and industry best practices.
- Pilot new AI capabilities and proactively experiment with POCs to increase AI search visibility for Novartis brands.
- Ensure AI search activities adhere to pharma regulations, privacy laws (e.g., GDPR), platform policies, and internal approvals.
- Manage and mentor analysts to ensure high-quality insights and deliverables.

Minimum Requirements

- Bachelor's or Master's degree in Marketing, Analytics, or related field.
- 7+ years of experience in SEO, Web Analytics, or Digital Optimization.
- Deep understanding of SEO algorithms, structured data, and ranking factors.
- Familiarity with AI Search platforms (Google AI Overviews, Bing Copilot, Perplexity, ChatGPT Search).
- Strong experience with GA4, Google Search Console, BigQuery, Looker Studio, and SEMrush.
- Proven ability to manage cross-functional teams and communicate complex insights to senior stakeholders.
- Good understanding of pharmaceutical domain and data would be a plus

What You'll Gain

- Opportunity to lead Novartis' strategic journey into AI Search optimization.
- Influence how Novartis brands are discovered and experienced in next-generation search.
- Collaborate with global leaders in Digital Strategy, Marketing, and MarTech.

Role Requirements

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

Division

DIV_IU

Business Unit

Marketing
Location
LOC_IE
Site
Dublin (NOCC)
Company / Legal Entity
IE02 (FCRS = IE002) Novartis Ireland Ltd
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
Apply to Job

Job ID
REQ-10066912

AI Search & SEO Manager

Apply to Job

Source URL: <https://prod1.jobapi.novartis.com.cn/req-10066912-ai-search-seo-manager>

List of links present in page

1. <https://prod1.jobapi.novartis.com.cn/req-10066912-ai-search-seo-manager>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Dublin-NOCC/AI-Search---SEO-Manager_REQ-10066912-1
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Dublin-NOCC/AI-Search---SEO-Manager_REQ-10066912-1