

Associate Director Content Adaptation (Italian speaking)

Job ID

REQ-10082046

Jul 01, 2026

LOC_GB

About the Role

- The Customer Experience & Content team is focused on designing and delivering personalized, data-driven, and outcome-oriented customer experiences. As part of this mission, you will support the adaptation of omnichannel content assets, ensuring that global campaigns are effectively localized for the Italian market and meet all applicable regulatory requirements. You will oversee the end-to-end adaptation process for a wide range of promotional materials, including customer value assets (CVAs), remote engagement content, websites, and email campaigns, while collaborating with multiple stakeholders to drive execution excellence.

Key Responsibilities

Content Adaptation & Localization

- Partner with assigned market stakeholders to align international content with local customer and business needs.
- Ensure centrally developed content is adapted appropriately for Italian market regulations while maintaining strategic and creative consistency.
- Translate global content strategies into locally relevant executions that support customer engagement objectives.
- Collaborate closely with brand teams, medical reviewers, and agencies to deliver content on time and at the required quality standards.

Stakeholder & Partner Management

- Build strong partnerships with brand teams, Execution Excellence teams, and external agencies.
- Develop and communicate clear adaptation briefs to production, creative, and translation partners.
- Manage stakeholder expectations and facilitate alignment across complex cross-functional teams.
- Serve as a trusted advisor for content adaptation processes and best practices.

Project & Workflow Management

- Coordinate multiple projects and adaptation workflows simultaneously.
- Manage review cycles and revision processes with asset owners, medical writers, translation agencies, and production partners.
- Monitor timelines, risks, dependencies, and corrective actions to ensure successful delivery.
- Support demand forecasting, prioritization, and content tracking activities with the Content Hub.

Continuous Improvement

- Collaborate with content creators to ensure updates and learnings are reflected in future content development.
- Drive consistency, quality, and operational excellence across adaptation activities.
- Contribute to process enhancements that improve efficiency, compliance, and customer experience.

What You'll Bring

Essential Requirements

- Native Italian speaker with fluent English language skills.
- Experience adapting healthcare professional (HCP) promotional content within pharmaceutical organizations or creative agencies.
- Strong project management capabilities with the ability to handle multiple priorities simultaneously.
- Proven stakeholder management and relationship-building skills.
- Solid understanding of content quality management and agency oversight.
- Experience working with Digital Asset Management (DAM) and Medical, Legal & Regulatory (MLR) systems.
- Experience managing project plans, timelines, risk logs, and corrective action plans.
- Strong communication and coordination skills in a fast-paced environment.

Desirable Requirements

- Good understanding of regulatory requirements related to pharmaceutical marketing and promotion.
- Experience supporting omnichannel customer engagement initiatives.
- Demonstrated excellence in written and verbal communication.
- Ability to collaborate effectively across multicultural and geographically dispersed teams.
- Experience working with external adaptation, localization, or translation partners.

Why Consider Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. We achieve this through our people who bring curiosity, passion, and collaboration to everything they do.

Join us and help shape the future of content experiences that enable better outcomes for patients and healthcare professionals around the world.

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.

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 \(PDF 30 MB\)](#)

Primary location salary range

£66,570.00 - £123,630.00

Division

DIV_IM

Business Unit

Marketing

Location
LOC_GB
Site
London (The Westworks)
Company / Legal Entity
GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.
Alternative Location 1
LOC_ES
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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