

Experience Manager, Customer Experience and Optimization

Job ID

REQ-10088424

Oct 02, 2026

LOC_US

About the Role

Key Responsibilities:

- Ensure feasibility and appropriateness of proposed programs and tactics vis-a-vis the Experience Plan, including application of channel/digital best practices
- Oversee tactical deployments across HCP and patient marketing programs across channels, ensuring project leads, agencies, and deployment teams (e.g. digital, IT) deliver on Experience Plans ("air traffic control")
- Autonomously lead efficient status meetings across extensive stakeholder base and ensure follow through on decisions/next steps (internal and external partners)
- Proactively ensure plans can be activated on time and within enterprise processes/ways of working
- Support Customer Experience and Optimization teammates in preparing for Experience Optimization Rooms (EORs), enabling increased marketing effectiveness; follow up with stakeholders to ensure pull through of EOR decisions
- Support tactical planning and implementation as well as contribute to internal discussions where CX expertise is needed
- Consult with Product Management (MarTech) as they standardize solutions (e.g. web CMS, social platforms, Field CRM, database marketing)
- Execute HCP non-personal promotion target list refreshes as needed

Essential Requirements:

- Bachelor's degree required, preferably in a relevant area of study
- 3+ years' experience working in digital and managing multi-channel/cross-channel media execution
- Analytical acumen with demonstrated prioritization skills as well as the ability to work on complex processes, procedures or solutions
- Proven experience in working with others to achieve organizational objectives including the ability to anticipate and adapt, own and/or support group tactics for changing business needs
- Administrative management skills - planning, organization, operational decision making and analysis
- Curiosity to explore new and innovative marketing solutions and platforms with a demonstrated commitment to continuous learning and applying innovation to integrated customer experiences
- Excellent oral/written communication, as well as project management skills
- Ability to build relationships, collaborate and influence across a matrix organization, partnering with cross-functional internal and external teams to support effective execution and proactively address challenges with a solutions oriented mindset

Desirable Requirements:

- Experience in a regulated industry (pharmaceutical, financial, etc.)
- Strong program management skills

Novartis Compensation Summary:

The salary for this position is expected to range between \$126,000 and \$234,000 per year.

The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors.

Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards.

US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

Role Requirements

Division

DIV_IU

Business Unit

Marketing

Location

LOC_US

Site

East Hanover

Company / Legal Entity

U014 (FCRS = US014) Novartis Pharmaceuticals Corporation

Functional Area

FCT_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

Job ID

REQ-10088424

Experience Manager, Customer Experience and Optimization

[Apply to Job](#)

Source URL: <https://prod1.jobapi.novartis.com.cn/req-10088424-experience-manager-customer-experience-and-optimization>

List of links present in page

1. <https://prod1.jobapi.novartis.com.cn/req-10088424-experience-manager-customer-experience-and-optimization>
2. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Experience-Manager--Customer-Experience-and-Optimization_REQ-10088424-1
3. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Experience-Manager--Customer-Experience-and-Optimization_REQ-10088424-1

