

# Campaign Delivery Manager

Job ID

REQ-10055205

Jul 25, 2025

Mexico

## Summary

The Campaign Manager serves as a single point of contact for assigned brand teams and drives campaign operations. This role is accountable for ensuring all campaigns are designed, planned and delivered as per brand expectations. This role works with Digital Production Managers in ensuring all campaign information is captured and responsible for campaign calendar and delivery.

## About the Role

LI-Hybrid

Location: Mexico

Relocation Support: This role is based in Mexico. Novartis is unable to offer relocation support: please only apply if accessible.

## Key Responsibilities:

- **Primary point of contact for XM/AOR**, Digital Production Managers and other business stakeholders.
- Provide **process management expertise** to ensure the success of daily operations.
- Collaborate closely with the Digital Production Manager to **ensure high-quality asset handoff from AORs**, internal **campaign sign-off**, and **effective timeline management**.
- **Coordinate Metadata creation and review business logic** for campaigns in close collaboration with Solution Architect
- Oversee the development of email build proofs and conduct operational calls to share performance and forecasts with Digital Production Managers.
- Collaborate on end-to-end testing and prepare performance reports
- Proactively **communicate any challenges and risks** to brand teams.
- **Update forecast and campaign volume dashboards** on a weekly basis.

## Essential Requirements

- Education: BTech / Masters in Technology or Masters in Business Administration (Graduation in Marketing, Data Science, or related field may also be beneficial).
- Overall 7+ years of experience in SFMC Campaign Execution and Operations (Proven track record of successful email marketing campaign management). - Hands-on experience in SFMC Platform with Email Specialist Certification as mandatory.
- Good understanding of pharmaceutical commercial data landscape and commercial processes- Experience with healthcare or life sciences industry standards and regulations, such as HIPAA compliance.

## Skills & Qualifications

- Understanding complexity of integrated working in a matrix and geographically dispersed environment  
Strong project management skills, ideally with PMP or similar certification.
- Excellent communication and collaboration skills.
- Proficiency in marketing automation tools and analytics platforms. - Familiarity with GDPR and other data protection regulations.
- Strong problem-solving and analytical skills.
- Experience with campaign optimization techniques.
- Ability to work under tight deadlines and manage multiple projects simultaneously.
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage.

## Commitment to Inclusion

Novartis is committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

Novartis is committed to work with and provide reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [tas.mexico@novartis.com](mailto:tas.mexico@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

**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>

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Division

US

Business Unit

Universal Hierarchy Node

Location

Mexico

Site

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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## Ajustes de accesibilidad

Novartis tiene el compromiso de trabajar y proporcionar adaptaciones razonables para personas con discapacidad. Si, debido a una condición médica o discapacidad, necesita una adaptación razonable para cualquier parte del proceso de contratación, o para desempeñar las funciones esenciales de un puesto, envíe un correo electrónico a [tas.mexico@novartis.com](mailto:tas.mexico@novartis.com) y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.

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