

Demand Support Lead (Help Desk Marketing Operations)

Job ID
REQ-10055502
Jul 11, 2025
Mexico

Summary

The Demand Support Lead will be responsible for supporting Demand Management processes & leading TACTPlan product onshore helpdesk activities. (TACTPlan is single source of truth web platform facilitating the planning & execution of tactics and scopes across the Integrated Marketing Organization). The Demand Support Lead will be responsible for receiving/acknowledging, responding & triaging all queries originating in the TACTPlan Support module—for all non-technical tickets, the Demand Support Lead will facilitate a response & resolution to users (internal & external). This role requires strong collaboration with various cross-functional teams—incl. Product Management, and extended Marketing Operations including production, Procurement, Finance, and Marketing Strategy—to facilitate resolution of support needs. This role will also support development & rollout of training & communications around TACTPlan product. The Demand Support Lead will additionally support new user facilitation & onboarding within the TACTPlan platform.

About the Role

#LI-Hybrid

Location: Mexico City

This role is based in Mexico City, Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

Key Responsibilities

- Lead responsible for management and oversight of all non-technical/product specific tickets pertaining to user access, query resolution, feature request intake, training & support of product use.
- Support in partnership with Demand Operations Manager for new user management & onboarding to TACTPlan platform.
- Resolve queries effectively by communicating technical information in a clear and understandable manner to users (internal and external)
- Consolidate feedback on user experience, key concerns and issues while using TACTPlan platform and present to the larger team.
- Develop & maintain resources & support library within TACTPlan.
- Develop concise and robust training & communication materials and execute engaging training sessions

for various stakeholders.

- Provide support as needed for various Demand Management operations needs across IMO and other groups.
- Support the intake and triage adhoc requests for data & insights for various groups.
- Support Office Hours for Demand Management processes & TACTPlan product functionality.

Education

- Bachelor's degree
- English Advanced Proficiency

Experience

- Minimum of 3-5+ years of experience in customer success, project management, marketing operations or marketing technology/product development.
- Track record & experience of Support Desk management/ticket resolution
- Exposure or experience to Agile/Kanban processes.
- Experience with project management software tools like MS Project, Jira, Trello or similar platforms.
- Excellent analytical, problem-solving, negotiation and interpersonal skills.
- Experience within the pharmaceutical marketing industry in various capacities

Skills

- Demonstrated excellence in training and communication skills
- Proven track record of collaboration with cross-functional teams, particularly experience w/ Technology & Product teams
- Knowledge of pharma marketing creative & strategic deliverables, and SOW/scoping process
- 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 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>

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>

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 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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2. <https://www.novartis.com/about/strategy/people-and-culture>
3. <https://talentnetwork.novartis.com/network>
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5. https://novartis.wd3.myworkdayjobs.com/es/Novartis_Careers/job/INSURGENTES/Demand-Support-Lead--Help-Desk-Marketing-Operations-_REQ-10055502
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