

Salesforce Marketing Cloud Engagement Platform Expert

Job ID
REQ-10051977
Jul 15, 2025
Mexico

Summary

Expert in translating experience designs into scalable, personalized, and automated journeys using Salesforce Marketing Cloud and Personalization tools. This role bridges strategy and execution, enabling real-time, compliant HCP engagement

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:

- Serve as the principal technical specialist for Salesforce Marketing Cloud and Marketing Cloud Personalization within the Marketing Automation Lab.
- Convert CX journey designs into scalable, automated Salesforce Marketing Cloud multi/cross channel journeys.
- Create solution design document, also known as campaign blueprints, detailing the campaign requirements for stakeholders.
- Create and enhance reusable journey templates, personalization elements, and campaign assets to improve operational efficiency.
- Depth and breadth of experience developing segmentation rules that achieve business goals, including designing campaigns for converting anonymous to identified customers, nurturing leads, improving engagement, reducing churn, promoting the next best action, and maximizing lifetime value
- Carry out performance analysis and record the requirements for use case optimization.
- Collaborate with Legal, Regulatory, and Privacy departments to ensure adherence to pharmaceutical marketing and data handling regulations.
- Deliver training and create manuals for Customer Experience (CX) Planners and Marketing Strategists to broaden knowledge and self-service abilities.

Essential requirements:

- 5+ years of hands-on experience with Salesforce Marketing Cloud (Journey Builder, Email Studio, Mobile Studio, Advertising Studio, Contact Builder, Automation Studio).

- 2+ years of experience with Marketing Cloud Personalization (Interaction Studio) and/or Real-Time Personalization tools.
- Proficient in AMPscript, SQL, JSON, and dynamic content scripting.
- Solid understanding of Salesforce Data Cloud/CDP, event-based triggers, and data extensions.
- Strong collaboration and communication skills; able to interface with cross-functional teams (data science, Martech, compliance, and brand teams).
- Background in healthcare or regulated industries preferred.
- Familiarity with consent and preference management practices
- Experience in foreign market
- Professional English proficiency

Technical Skills:

- Salesforce Marketing Cloud Email Specialist
- Salesforce Marketing Cloud Consultant
- Salesforce Marketing Cloud Developer
- Salesforce Personalization Accredited Professional

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>

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Division

US

Business Unit

Innovative Medicines

Location

Mexico

Site

INSURGENTES

Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.
Alternative Location 1
Dublin (NOCC), Ireland
Alternative Location 2
Hyderabad (Office), India
Functional Area
BD&L & Strategic Planning
Job Type
Full time
Employment Type
Regular
Shift Work
No
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Accessibility and accommodation

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