NOVARTIS

Marketing Automation Training & Enablement Specialist

Job ID
REQ-10051985
Aug 14, 2025
Mexico

Summary

The Marketing Automation Training & Enablement Specialist empowers internal teams—including Customer Experience Planners, Marketers, and Brand teams—to confidently adopt and effectively utilize marketing automation capabilities. This role ensures consistent knowledge transfer, accelerates user adoption, and drives capability maturity through high-impact training, clear documentation, and ongoing support. The ideal candidate bridges technical knowledge and user needs to deliver scalable enablement solutions that drive better customer experiences.

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:

- Design and deliver engaging live and on-demand training sessions for new marketing automation tools, capabilities, and processes
- Create clear, actionable enablement materials—including step-by-step guides, FAQs, and knowledge base articles—focused on journey design and execution
- Maintain and evolve a structured enablement curriculum tailored to various user roles and maturity levels
- Collaborate with Product Owners, Platform SMEs, and CX Planning teams to identify knowledge gaps and learning opportunities
- Establish and manage feedback loops to regularly refine and enhance training content based on user needs and platform evolution
- Monitor adoption metrics and user engagement to continuously improve the enablement strategy and measure impact
- Host office hours and provide ongoing support to ensure confidence and self-sufficiency among users

Essential requirements:

- 4+ years in marketing technology enablement, training, or instructional design
- Experience with Salesforce Marketing Cloud, Marketing Cloud Personalization, or similar MarTech platforms

- Familiarity with digital learning tools
- Strong written and verbal communication skills
- Ability to translate technical concepts into user-friendly language
- Experience working in regulated industries like pharma is a plus
- Experience working with foreign markets
- Professional English proficiency

Preferred Qualifications

- Bachelor's degree in Marketing, Communications, Learning & Development, or related field
- Instructional Design Certification or Training & Development credentials
- Familiarity with Agile ways of working, Jira, and Confluence

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
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
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
Apply to Job

Accessibility and accommodation

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