

## Omnichannel Asset Specialist

Job ID  
REQ-10047221

4月 20, 2025

Mexico

### 摘要

Location: Mexico City, LI #Hybrid

About the role:

Evolve our asset platform to create a trusted, personalized experience to HCPs, Patients and Healthcare systems.

Excellence in Omnichannel asset operations to ensure effective engagement and experience with stakeholders.

### About the Role

Key responsibilities:

Co- develop strategies to maximize efficiencies and operations of Novartis assets.

Support OCE tactical operation across online and offline channel

Gather, understand and analyze assets/platforms performance to optimize operations and provide the best experience through the right channel and with compelling personalized content.  
Support the Novartis assets operation to deliver best in class experience.  
Lead operations for specific content and channels. Including internal process management and suppliers.  
Drive efficiencies by getting involvement in process improvement initiatives.  
Ensure the correct use and management of Novartis materials procedures.  
Unblocking & Enablement of Novartis Digital Assets and Social media procedures to associates  
Be a change agent that is empowered to take smart risks and support the operations with the right governance  
Act as point of contact with the Chief Digital Office in case of specific re-requests and/or requirements.

#### Minimum Requirements:

- +5 years of broad experience in digital assets
- >2 years success track of operating digital assets and warehouse operations
- >1 years of experience with marketing strategies through offline and online channel
- Proven experience driving and implementing projects across complex matrix environments
- Experience managing digital solutions and/or enhance digital channel integration
- Pharma operations knowledge: Marketing, Medical, ERC, Finance, SCM, regulatory, Legal, QA, PV.
- Advanced English

#### Capabilities

- Critical thinker and problem solver
- Strong project management skills
- Strong Analytical skill and data driven thinking
- Excellent communication (written and verbal)
- Change management mindset

#### 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>

#### Commitment to Diversity and Inclusion

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

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>

部门  
International

Business Unit  
Innovative Medicines

地点  
Mexico

站点  
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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