

Integrated Marketing Automation Strategist

Job ID
REQ-10051973

5月 28, 2025

Mexico

摘要

The Integrated Marketing Automation Strategist plays a critical role in designing data-driven, cross-channel customer experiences that align with brand objectives and customer needs. This role bridges marketing strategy, experience planning, and technical execution—translating strategic inputs into actionable, automated use cases across paid, owned, and earned channels. Working closely with brand teams, analytics, and platform experts, this strategist ensures seamless journey design, personalization, and optimization leveraging the full capabilities of Salesforce Marketing Cloud and related technologies.

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.

The Integrated Marketing Automation Strategist plays a critical role in designing data-driven, cross-channel customer experiences that align with brand objectives and customer needs. This role bridges marketing strategy, experience planning, and technical execution—translating strategic inputs into actionable, automated use cases across paid, owned, and earned channels. Working closely with brand teams, analytics, and platform experts, this strategist ensures seamless journey design, personalization, and optimization leveraging the full capabilities of Salesforce Marketing Cloud and related technologies.

Key responsibilities:

- Translate Marketing Strategy & CXP&O inputs into marketing automation use cases (e.g. Single / cross / multi-channel journeys, personalization) to align the outputs with business goals
- Design cross-channel journeys using segmentation, triggers, personalization and the Journey Builder icons
- Collaborate with Analytics and Insights Lead on audience selection and behavioural triggers
- Working with brands to develop business rules behind use cases and translate into technical requirements
- Facilitates the handover and subsequent documentation of logic and requirements to the Platform Experts
- Communicates and provides guidance on Marketing Cloud capabilities
- Works with brands towards journey optimization for feasibility & best practices
- Share thought leadership on journey design and optimization

Essential requirements:

- 5-8+ years in marketing automation, experience design, or digital marketing
- Proficient in journey mapping, utilization of SFMC's Journey Builder
- Design and develop use cases for paid and earned channels
- Familiar with Salesforce Marketing Cloud and automation tools
- Strong understanding of data signals, segmentation, and personalization
- Experience writing briefs and functional documentation
- Knowledge of omnichannel and trigger-based engagement strategies
- Experience working with foreign markets
- Professional English proficiency

Collaboration & Soft Skills:

- Strategic thinker balancing creativity with feasibility
- Clear communicator and detail-oriented planner
- Highly collaborative with cross-functional teams
- Passionate about customer experience and marketing innovation

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.

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部门
US

Business Unit
Innovative Medicines

地点
Mexico

站点

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

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Accessibility and accommodation

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