

Senior Analyst Campaign Deployment

Job ID REQ-10055206

8月 15, 2025

Mexico

摘要

Responsible for the entire email campaign deployment process including subscriber segmentation, test sends, preparing the final subscriber list, and scheduling the deployment. Reviews emails to ensure accurate coding, appropriate audience targeting, and alignment with campaign goals as outlined in the CRF. This meticulous approach ensures effective and targeted email marketing campaigns.

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 Senior Analyst Campaign Deployment is responsible for the end-to-end execution of email campaigns, ensuring accurate segmentation, scheduling, and deployment. This role ensures alignment with campaign goals, data integrity, and compliance standards, while collaborating across global teams to deliver high-quality, targeted communications.

Key responsibilities:

- Manage the full deployment process of email campaigns and landing pages, including data imports, segmentation, and scheduling
- Build customer journeys and configure deployment schedules in Salesforce Marketing Cloud (SFMC)
- Validate segmentation logic, ensure accurate Data Extension configurations, and monitor deployments, resolving issues in collaboration with the CEP team.
- Ensure proper ingestion of content and metadata, both manually and via automated processes
- Collaborate with QA (Quality Assurance??) Specialists to review campaign quality and ensure alignment with business objectives
- Coordinate with cross-functional teams across time zones to ensure timely and accurate campaign execution

Essential requirements

- Bachelor's or Master's degree in Technology or Business Administration
- 5+ years of hands-on experience in SFMC Campaign Operations
- SFMC Email Specialist certification required; Admin or Developer certifications are a plus
- Strong understanding of data platforms, customer journeys, and marketing automation tools
- Proficiency in AMP script, HTML, CSS, JavaScript, and modules like Journey Builder, Automation Studio, and Contact Builder
- Familiarity with Customer Data Platforms (CDP), Marketing Cloud Intelligence (MCI), and pharmaceutical commercial data landscapes

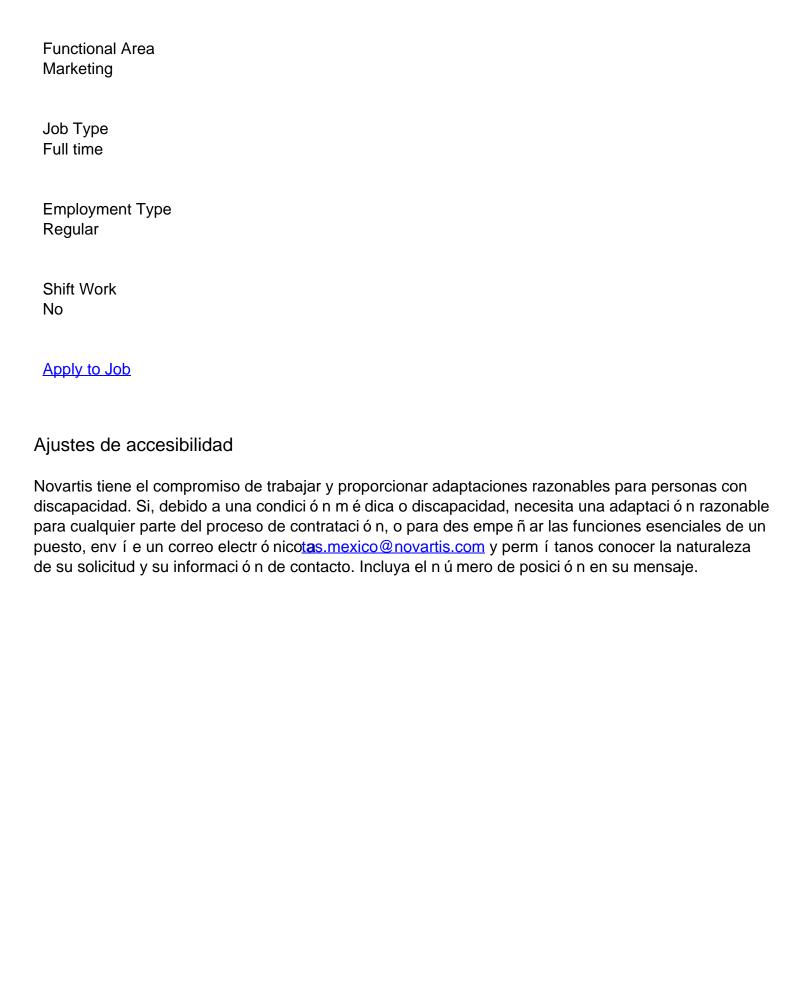
Soft Skills

- Strong analytical and problem-solving skills
- · Excellent communication and collaboration abilities
- Ability to manage multiple projects under tight deadlines
- Knowledge of GDPR and data protection regulations
- · Comfortable working in a matrixed, global environment
- Adaptability to emerging technologies, including Gen Al and Agentic Al
- Language: English Full Proficiency

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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