Campaign Quality Control Senior Analyst

Job ID
REQ-10055208

8   15, 2025

Mexico

The Execution QA comprehensively reviews rendering quality, Metadata, Content Matrices accuracy with the email build, Subscriber segmentation, Journey configurations, and deployment accuracies. Calls out and communicates all inconsistencies to Campaign Managers and Deployment teams.

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 Quality Specialist is responsible for ensuring the accuracy and integrity of e-mail campaign executions. This includes reviewing rendering quality, metadata, content matrices, segmentation logic, and deployment configurations. The role collaborates closely with Campaign Managers and Deployment teams to identify and resolve inconsistencies, ensuring high-quality and compliant campaign delivery.

Key responsibilities:

- Collaborate with stakeholders to understand campaign parameters such as audience, frequency, personalization, and creative direction
- Define and execute Quality Assurance (QA) strategies for segmentation, journey configuration, and deployment accuracy
- Review email builds and deployment processes to ensure alignment with campaign goals and technical standards
- Oversee subscriber data imports and dynamic content segmentation
- Configure deployment settings including subject lines, audience targeting, and scheduling
- Maintain and update QA documentation, tools, and resources to support continuous improvement

Essential requirements

- Bachelor's or Master's degree in Technology or Business Administration
- 3+ years of hands-on experience in QA for SFMC campaigns
- SFMC Email Specialist certification required
- Strong knowledge of segmentation, Data Extensions, AMPscript, and SFMC modules (Automation Studio, Journey Builder, Contact Builder, etc.)
- Proficiency in email testing tools (e.g., Litmus, Email on Acid) and SQL for data validation
- Excellent problem-solving, analytical, and communication skills
- Ability to manage multiple projects under tight deadlines
- Familiarity with GDPR and data protection regulations
- Experience in marketing automation and analytics platforms
- Understanding of pharmaceutical commercial data and processes
- Adaptability to emerging technologies, including Gen AI and Agentic AI
- 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

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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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

US

Business Unit
Universal Hierarchy Node

Mexico

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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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 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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