

Campaign Technical Architecture, Manager (SFMC)

Job ID
REQ-10055209

9月 02, 2025

Mexico

摘要

The Technical Architect is responsible for architecting new solutions within Marketing Cloud. The Technical Architect will gather all requirements, design the solution, and coordinate the build and QA of the solution

The Technical Architect is responsible for recommending solutions within Marketing Cloud. The Technical Architect will work with Novartis Technical teams to build the solution per the agreed upon blueprint/requirements including any out of the box configuration, custom code (e.g., AMPScript, JSON, etc) and will serve as the general technical expert on the platform.

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

- Conducts **requirements gathering, blueprinting**, and work with Novartis Technical teams to delivery of solutions and technologies to meet Customer 's business goals and requirements.
- Create and update solution **blueprint documentation**
- Enhance overall solution design, data analysis, workflow, and reporting
- Support Customer with end-to-end testing of Cloud Page submissions or APIs from Customer hosted web forms e.g., Lead Gen/Enrollment pages
- Collaborate with Novartis Technical teams for any identified integration or platform implementation needs
- Work with Novartis Technical teams to **build, test, and deliver the technical solution(s)** identified in the Program Roadmap
- Work with Novartis Technical teams to **develop custom features and other capabilities with Marketing Cloud Services** and execute other technical projects as needed to align with the Program Roadmap
- Create automated campaigns
- Complete ad-hoc technical development and recommendations
- Support Customer with end-to-end testing of Cloud Page submissions or APIs from Customer hosted web forms e.g., Lead Gen/Enrollment pages
- Collaborate with Novartis Technical teams for any identified integration or platform implementation needs

Education

- BTech / Masters in Technology or Masters in Business Administration.

Experience

- 5 to 10+ years of hands-on experience in Salesforce Marketing Cloud Services

Skills & Qualifications

- Salesforce Marketing Cloud Certifications (e.g., Marketing Cloud Developer, Marketing Cloud Consultant) are required
- Proficient in AMP Script, JSON, and Marketing Cloud components (Email Studio, Journey Builder, Automation Studio, Cloud Pages, Data Extensions).

- Skilled in building and delivering Marketing Cloud solutions and translating business requirements into technical solutions.
- Effective teamwork with cross-functional teams.
- Strong diagnosis and technical issue resolution abilities.
- Excellent verbal and written communication skills, with the ability to explain technical details to non-technical stakeholders.
- Familiarity with GDPR and other data protection regulations.
- Experience in the pharmaceutical or healthcare industry and familiarity with other Salesforce products.
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage.

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>

部门
US

Business Unit
Universal Hierarchy Node

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 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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