

## Marketing Brand/Product Manager

Job ID  
REQ-10055500

7月 25, 2025

Mexico

### 摘要

The Demand Planning & Optimization Manager will be responsible for supporting end-to-end tactical planning & execution processes within Marketing Operations, as well as providing key inputs & management for the TACTPlan product. (TACTPlan is single source of truth web platform facilitating the planning & execution of tactics and scopes across the Integrated Marketing Organization). This role requires strong collaboration with various cross-functional teams—incl. Product Management, and extended Marketing Operations including production, Procurement, Finance, and Marketing Strategy—to facilitate implementation of Demand Management operations/process and evolve the TACTPlan product to support the Demand Management goals. This role will have responsibilities to develop & lead training & communications around TACTPlan product (releases, office hrs, etc.), along with providing key support in driving onshore non-technical needs to facilitate process & platform. The Demand Operations Manager will be responsible for new user facilitation, establishing/updating products and metadata in TACTPlan platform, adhoc data/reporting collection for stakeholders, and providing support & key inputs to facilitate enhancements to planning/execution process as well as TACTPlan functionality & enablement.

## 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

- Ensure consistent implementation of process workstreams supporting Demand Management operations & TACTPlan product across various stakeholders (internal & external).
- Manage and oversee all non-technical/product specific tickets pertaining to user access, query resolution, feature request intake, training & support of TACTPlan product use.
- Responsible for new user management & onboarding to TACTPlan platform.
- Responsible for managing Brand/Product details within TACTPlan platform (new/existing Products, Indications, Strategic Imperatives, etc.).
- Develop & maintain resources & support library within TACTPlan.
- Participate in strategic planning sessions w/ cross-functional stakeholders to understand their needs and collect detailed functional & business requirements for implementation into TACTPlan.
- Partner with Product Team to drive evolution of TACTPlan features & roadmap, providing key inputs in discovery from internal stakeholders, participating in design, discovery, testing, and ultimately training & rollout.
- Develop concise and robust training & communication materials and execute engaging training sessions for various stakeholders.
- Provide support as needed for various Demand Management operations needs across IMO and other groups.
- Intake and triage adhoc requests for data & insights for various groups.
- Facilitate & support the maintenance & optimization (ongoing) of Delivery Catalog for fixed asset pricing within IMO and potential other groups within NVS organization.
- Provide key inputs in helping to develop and refine E2E tactical planning & execution process within IMO.
- Drive (in coordination w/ Demand Operations Lead) Office Hours for Demand Management processes & TACTPlan product functionality.

## Education

- Bachelor ' s degree
- Advanced English Proficiency

## Experience

- Minimum of 5-7+ years of experience in marketing, project management, marketing operations or marketing technology/product development.
- Proven track record of successful project management and process implementation.
- Exposure or experience to Agile/Kanban processes.
- Strong communication and leadership skills.
- Experience with project management software tools like MS Project, Jira, Trello or similar platforms.
- Past work reflects a track record of operational excellence including operational metrics and accountability
- Experience in a PMO/operations or procurement background within the pharmaceutical marketing industry.

## Skills

- Demonstrated training and communications skillset for large audiences
- Proven track record of collaboration with cross-functional teams, particularly experience w/ Technology & Product teams
- Agile project management
- Knowledge of pharma marketing creative & strategic deliverables, and SOW/scoping process is a must
- 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](mailto: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

[Apply to Job](#)

## 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 [cas.mexico@novartis.com](mailto:cas.mexico@novartis.com) y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.



Job ID  
REQ-10055500

## Marketing Brand/Product Manager

[Apply to Job](#)

---

### Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10055500-marketing-brandproduct-manager-es-es>

### List of links present in page

1. <mailto:tas.mexico@novartis.com>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. <https://talentnetwork.novartis.com/network>
4. <https://www.novartis.com/careers/benefits-rewards>
5. <https://novartis.wd3.myworkdayjobs.com/es/NovartisCareers/job/INSURGENTES/Demand-Planning---Optimization-ManagerREQ-10055500>
6. <mailto:tas.mexico@novartis.com>
7. <https://novartis.wd3.myworkdayjobs.com/es/NovartisCareers/job/INSURGENTES/Demand-Planning---Optimization-ManagerREQ-10055500>