

## Sr Marketing Manager Specialty Care

Job ID  
REQ-10060633

8月 27, 2025

Mexico

### 摘要

-Marketing leader in a small revenue organization OR experienced managers of marketing sub-function. -Develop and drive the execution of brand marketing plans with the objective to maximize market share and revenue growth in the market.

### About the Role

#### Strategic Responsibilities

- Define the strategy to win in the Mexican neuroscience market, based on deep market insights, competitive analysis, and patient needs.
- Align tactical plans with the strategic vision and ensure disciplined execution across all channels and stakeholders.
- Develop and implement access strategies to achieve full market access in the shortest time possible, working closely with Market Access, Medical, and Regulatory teams.

- Lead by influence marketing, sales, access, medical, and commercial teams to grant the excellence in execution and winning mindset.
- Act as a role model for Novartis values and behaviors, inspiring cross-functional teams and fostering a culture of integrity, ownership, and excellence.

## Operational Responsibilities

- Provide high-quality, timely marketing input from the Mexican market to inform global and regional strategies.
- Identify the most effective market segments and target audiences for promotion, based on medical, competitive, and socio-demographic analysis.
- Define product positioning and differentiation strategies relative to competitors, ensuring relevance to target groups.
- Plan and execute product promotion tactics, including action plans and media strategies, within budget and financial discipline.
- Forecast supply and demand, develop cycle plans, and manage turnover projections (annual marketing plan, rolling forecast, monthly secondary sales plan).
- Organize impactful events and ensure systematic implementation of new products and initiatives.
- Prioritize resources and activities to drive operational excellence, establishing KPIs and processes to monitor execution and report progress to key stakeholders.
- Ensure consistency and alignment across the Customer Marketing team.
- Support the Head of Marketing in building the annual budget and managing monthly financial forecasting of total investments.

## Compliance & Governance

- Ensure timely reporting of technical complaints, adverse events, or special case scenarios related to Novartis products (within 24 hours of receipt).
- Oversee the compliant distribution of marketing samples (where applicable).

## Key Performance Indicators (KPIs)

- Strategic plan execution rate
- Time to full market access
- Brand performance vs. forecast
- Tactical plan implementation quality
- Stakeholder engagement and cross-functional alignment
- Budget adherence and investment ROI
- Compliance metrics (reporting timelines, sample distribution)

## Work Experience:

- Bachelor's Degree
- Experience in a similar role in marketing, sales and access is a plus.

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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部门

International

Business Unit

Innovative Medicines

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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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.



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