

Associate Director, Medical Congress and Digital Channel Lead

Job ID
REQ-10064495

10月 16, 2025

Mexico

摘要

Lead and oversee the planning, execution, and support the direction of medical congress activities and digital channel management, with direct leadership and oversight of Medical Congress & Digital Channel Management roles based in NOCC MXC

About the Role

Key Responsibilities:

- Provide leadership, guidance, and mentorship to CCM team members in Mexico City, ensuring alignment with organizational goals and best practices.
- Drive execution of strategic planning of medical booths and above-brand pipeline communications at congresses, as well as digital channel management across USMA digital channels.
- Represent US Medical interests across multi-disciplinary teams, fostering collaboration and

maximizing medical communication tactics in support of the US medical strategy for congresses and digital channels.

- Collaborate with US commercial, Medical Communications Lead, and other stakeholders to develop comprehensive congress narratives and prioritizations.
- Implement innovative and impactful medical communication tactics, working closely with Digital Strategy, Medical Communication leads, and compliance teams.
- Oversee vendor management and selection for third-party medical communication activities, ensuring compliance with company policies.
- Manage the lifecycle of congress assets (virtual and in-person), including review timelines, routing for channel execution, and maintaining master graphics grids.
- Ensure consistency in design and technical application of booth and digital congress materials for cohesive branding.
- Lead dissemination of digital channel assets on approved medical affairs channels and ensure compliance with governance and regulatory requirements (FDA, NVS policies, SOPs, WPs).
- Support the professional development and performance of CCM team members based in NOCC MXC , including training, feedback, development plans and succession planning.
- Accountable of developing and fostering a culture of operational excellence, best-practice sharing, and continuous improvement within the CCM team.
- Ensure business continuity by flexibly working during US business hours and providing immediate action as required.
- Willingness to travel internationally/domestically as needed.

Experience Required:

- Minimum 6 years in the pharmaceutical industry, with a primary focus on Medical Communications and/or Medical Affairs experience
- Proven experience in leading directly and indirectly cross-functional teams and managing 3rd party agencies.
- Strong understanding of medical congress planning, booth planning, and digital channel management.

Skills/Qualifications:

- Fluent English (oral and written).
- Bachelor ' s degree or equivalent in life sciences/healthcare.
- Solid understanding of procurement, budget, and resource management.
- Expertise in Medical Communications processes and principles in the US Healthcare and Pharma/Biotech industries.
- Ability to communicate, lead, and inspire in a cross-functional and multicultural environment.

Willingness to work off hours and holidays as required by USMA business needs

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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
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
Research & Development

Job Type
Full time

Employment Type
Regular

Shift Work
No

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