

## Associate Director, Web Delivery

Job ID  
REQ-10074586

3月 26, 2026

Mexico

### 摘要

The Associate Director - Web Delivery is responsible for leading the activation and operationalization of above-brand web initiatives across US Brands. This position is responsible for enabling digital execution through platform capabilities, managing Web Delivery Managers, and fostering strong stakeholder relationships. The role requires close collaboration across multiple functions to ensure seamless integration of web initiatives into broader brand strategies. The successful candidate will integrate new product capabilities into existing processes. Additionally, the candidate works closely with product, marketing, IT, and other cross-functional teams to achieve business goals.

### About the Role

Key Responsibilities:

1. Enablement of Above-Brand Web Initiatives

• Lead the planning and execution of above-brand web programs that support enterprise-wide digital goals.

- Translate strategic objectives into actionable plans that enable brand teams to leverage shared web capabilities.
- Ensure initiatives are aligned with business priorities and executed with consistency and quality.
- Serve as the point of contact for business, interpreting requirements and needs to offer suitable solutions and develop partnership and integrated solutions. Monitor and control the execution of the program through all phases, to ensure the timely delivery of services and outcomes and manage risks & issues
- Partner with Drupal platform product team to understand the roadmap and enable the scaled operations for new features or releases. Coordinate with IT stakeholders to ensure the complaint content deployment.
- Provide leadership and guidance to Web Delivery Managers to ensure alignment with digital standards and brand expectations.
- Support the team in navigating platform capabilities, troubleshooting challenges, and optimizing delivery processes.
- Encourage knowledge sharing and continuous improvement across the web delivery function.
- Serve as the primary liaison for key stakeholders across US Brands, ensuring their needs are understood and addressed.
- Facilitate effective communication between brand teams and delivery functions to ensure clarity and alignment.
- Build trusted relationships that support long-term collaboration and strategic partnership.
- Lead efforts to enhance team knowledge and proficiency in Novartis CMS platforms.
- Stay informed of platform updates and ensure relevant information is cascaded to the team.
- Promote adoption of new features and functionalities through training, documentation, and best practice sharing.

#### Cross-Functional Collaboration

- Brand Teams to align web initiatives with brand strategy and messaging.
- Content & Creative Teams to ensure consistency in design and user experience.
- IT & Platform Teams to stay ahead of CMS developments and technical enhancements.
- Compliance & Regulatory Teams to ensure web initiatives meet all required standards.
- Analytics & Performance Teams to support data-driven decision-making and optimization.

#### Qualifications & Experience:

- 10+ years ' experience Commercial experience in the area of design/marketing/program management within creative /advertising/consulting agencies, In-House Agency or Marketing Department, including leading and managing service resource/people management/planning across multifunctional teams and complex matrix environments
- Led and implemented Commercial and/or Marketing Operations and respective best practices across the pharmaceutical industry with ability to translate into commercial strategy
- Preferred experience in content management in CMS platforms
- Proven track record to understand regulatory guidelines and implications of brand strategy related to website development

- Excellent cross-functional skills with the ability to work and lead a cross-functional team in a matrix environment. Strong process/project management skills.
- Extensive experience in digital operations, web delivery, or program enablement within a complex organizational environment.
- Strong stakeholder management and communication skills, with a proven ability to influence and collaborate across functions.
- Deep understanding of CMS platforms, preferably within the Novartis ecosystem or similar regulated environments.
- Strategic mindset with the ability to translate business goals into digital execution plans.
- Experience working in matrixed organizations and navigating cross-functional dynamics.

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部门  
US

Business Unit  
Marketing

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

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69c6b90a0475c673360767"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth <= deviceWidth) { var config = { targetId:
"kalturaplayer69c6b90a0475c673360767", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false,
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {
disable: true }, "playkit-js-transcript":{ position: "right", // Default: bottom;( ' left ', ' right', ' top ', 'bottom' ) to
enable transcript. expandMode: "over", // Default: alongside;( ' alongside', ' hidden ', 'over' )
expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable:
true } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
config.ui.uiComponents = []; config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } };

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```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
```

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kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); setTimeout(() => {
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {
players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause ===
'function') { otherPlayer.pause(); } })); }); }); } catch (e) { console.error(e.message) }
```



**VIDEO**

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

## Accessibility and accommodation

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.

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