

## Associate Director, Web Operations

Job ID  
REQ-10074586

4月 07, 2026

Mexico

### 摘要

The Associate Director, Web Operations will be responsible for managing and optimizing website operations as part of Studio Operations. The solution is designed as an “in-house” capability for website design and authoring operations across all US-promoted brands, ensuring full compliance on all related assets and achieving measurable operational efficiencies, quality, and cost-saving goals. This role will ensure the in-house service establishes all capabilities with consistent standards and processes that are fit for purpose.

The role will manage the production process, drive adoption, and enable operational and delivery excellence to meet the evolving needs of the business. It will be a key interface driving operational excellence across Integrated Marketing Operations (IMO), Holding Companies, and all related stakeholder parties.

The role will lead co-located teams (US, India, Mexico, Ireland, etc.) to continuously enhance and elevate web operations to ensure excellence, consistency, and efficiencies. By partnering with IMO colleagues and other functions, it will enable the MO function to operate more strategically, with agility, speed, and execution excellence.

As an internal organization, Studio Operations will drive value for our stakeholders, coordinating across the network to support the Novartis mission to improve patients' lives.

## About the Role

### Key responsibilities

- **Leadership:** Lead delivery, governance, and operations of the centralized Web Operations services end-to-end, including active leadership and visioning, planning, implementation, operation, stakeholder, and communication management, to ensure it meets time, cost, and quality requirements.
- **Channel Expert:** Utilizing your comprehensive Content management System (CMS) knowledge and expertise to lead and guide best practices in website management. You will provide strategic insights and direction to ensure the highest standards of web operations, driving continuous improvement and innovation.
- **Stakeholder Management:** Serve as the point of contact for business, interpreting requirements and needs to offer suitable solutions and develop partnerships and integrated solutions. Monitor and control the execution of the program through all phases to ensure timely delivery of services and outcomes, managing risks and issues.
- **Product Collaboration:** Partner with the Drupal platform product team to understand the roadmap and enable scaled operations for new features or releases. Coordinate with IT stakeholders to ensure compliant content deployment.
- **Team management:** Plan, mobilize, and manage cross-functional program teams across divisions and geographical boundaries. Manage resource phasing, solution roles, and responsibilities, and establish a high-performance team and environment to drive high-quality delivery.
- **Automation & Efficiency:** Identify and implement automation techniques to reduce manual tasks and increase resource productivity. Design and implement a scalable operational model to address new launch requirements without increasing spend ("Do more with less").
- **Functional Leadership:** As a functional lead for Web Operations, motivate and develop people across locations, demonstrating Novartis values and behaviors, driving positive change, and enhancing internal capabilities/skill sets.
- **Continuous Improvement:** Identify, contribute to, champion, and embed delivery processes and standards and continuous improvement initiatives across the team.
- **Performance Metrics:** Ensure operational and performance metrics and benchmarks are in place, optimized, achieved, and remediation plans are in place and adhered to, while maintaining regulatory and compliance processes.
- **Demand Management:** Proactively manage work volume, track progress against agreed timelines, and prioritize resources to meet overall project and solution objectives. Provide insight and input to optimize the effectiveness of brand Web Operations requests and services to drive greater agility and flexibility.
- **Financial Oversight:** Provide financial management and oversight of the team, including performance and productivity, bottom-line operating costs, and quality performance.

### Role Requirements

- 5+ years' experience Commercial experience in 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.
- Excellent presentation, interpersonal, verbal and written communication skills.
- Demonstrate leadership experiences and capabilities including the ability to influence and collaborate with peers, develop, and coach others, and oversee, and guide the work of other colleagues to achieve meaningful outcomes and create business impact
- Relevant program management experience in managing large enterprise programs and teams across functions and locations in a matrix structure
- Past work reflects a track record of operational excellence including financial and operational metrics and accountability
- Able to thrive in a complex matrix organization, acting as a voice of discipline and structure, to enable the development and deployment of operational solutions that meet the needs of the business

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

部门  
US

Business Unit  
Marketing

地点  
Mexico

站点  
INSURGENTES

Company / Legal Entity  
MX06 (FCRS = MX006) Novartis Farmac é utica S.A. de C.V.

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
var config = { targetId: "kalturaplayer6a1148aa4945b526327936", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["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 }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { 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 } }; }
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other media. kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); } catch (e) { console.error(e.message) }
```

## 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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