

Channel Governance Program Manager

Job ID
REQ-10075578

4月 21, 2026

Mexico

摘要

Accountable to optimize roadmap prioritization based on operational data, including level of effort/impact, value story design & analysis, use case / user story articulation, requirements gathering, JIRA documentation, process documentation, testing administration, navigate governance requirements, and maintaining the repository of project / gate administration.

About the Role

Major Accountabilities:

- Lead initiatives in marketing operations governance by establishing and enforcing frameworks that ensure compliance, scalability, and alignment with enterprise digital strategies.
- Define, implement, and maintain content and process standards across platforms and channels to

ensure consistency, regulatory compliance, and brand integrity throughout the content supply chain.

- Develop and deliver high-impact presentations for internal stakeholders, leadership reviews, and enablement sessions, translating complex data and insights into clear, actionable narratives.
- Apply advanced data analytics techniques to synthesize operational performance, compliance, and user experience data, identifying inefficiencies and opportunities for process optimization.
- Oversee the content supply chain by coordinating with cross-functional teams to ensure timely creation, localization, and distribution of compliant marketing assets.
- Ensure all processes and deliverables adhere to pharma regulations, including MLR review standards, audit readiness, and documentation protocols.
- Manage JIRA workflows to ensure clear definition of done, user acceptance criteria, and traceability of value delivery across marketing technology initiatives.
- Prepare and align multiple data sources to uncover both obvious and non-obvious insights, supporting governance, automation, and optimization strategies.
- Visualize data using internal tools such as PowerBI to support decision-making, performance tracking, and stakeholder communication.
- Enable operational data democratization by implementing access controls, publishing dashboards, and promoting accountability across teams.
- Collaborate with various cross functional teams to present balanced recommendations that reflect insights from marketing technology governance, content standards, and regulatory compliance.

Essential Skills:

- Experience working with technology partners to articulate requirements to build and connect to APIs.
- Experience working in pharmaceutical, healthcare, or highly regulated industries.
- Experience working with, troubleshooting, and optimizing large data sets and large language models.
- Experience using Microsoft tools, including Power Automate to build and deploy dashboards and workflows

Desirable Skills:

- Expert level data analyst with hands-on experience using PowerBI, Excel, and Python to generate reports
- Familiarity and adaptability for emerging AI technologies and trends (Gen AI and Agentic AI) is

highly desirable and considered an added advantage.

Commitment to Diversity and Inclusion

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 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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 tas.mexico@novartis.com y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.

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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: "kalturaplayer6a218cf70f564567711112", 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: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

Accessibility and accommodation

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