

Marketing & Value and Access Capability Manager

Job ID
REQ-10075820

4月 14, 2026

Mexico

摘要

Build, deploy and continuously strengthen Marketing and Value & Access capabilities by delivering targeted training focused on brand strategy, launch excellence, omnichannel marketing, pricing, market access and payer engagement, ensuring consistent capability standards and future ready skills across functions.

This role is fully focused on training Marketing and V&A teams, translating global frameworks into practical capabilities that improve decision making, execution and business impact.

About the Role

Marketing & V&A Capability Training

- Deploy and localize global marketing and access capability curricula (e.g. brand excellence, launch excellence, omnichannel marketing, pricing and access frameworks).

- Design and deliver training for Marketing, V&A and cross functional teams, aligned to global capability standards.
- Strengthen strategic and executional capabilities across brand teams and access functions.

Training Execution & Delivery

- Lead classroom, virtual and blended learning programs for Marketing and V&A teams.
- Support capability development linked to launches, portfolio priorities and access strategies.
- Ensure training translates into practical tools, frameworks and real world application.

Capability Excellence & Governance

- Ensure alignment with global governance, quality standards and compliance requirements.
- Track and measure training impact through capability uplift, application and performance indicators.
- Promote consistency of capability standards across Marketing and V&A.

Tools, Platforms & Ways of Working

- Support adoption and effective use of global marketing and access tools, platforms and analytics.
- Partner with technology and data teams to embed capability development into daily workflows.

Stakeholder & Vendor Management

- Collaborate with Marketing Heads, Access Leaders, Medical and P&O/T&D teams.
- Manage external vendors supporting Marketing and V&A capability programs, ensuring quality and cost efficiency.

Key Performance Indicators (Examples)

- % of Marketing and V&A teams completing priority capability programs
- Capability uplift vs. baseline assessments
- Adoption of global frameworks and tools
- Stakeholder satisfaction and business impact feedback

Ideal Background

- Minimum 5 years of total experience
- Previous experience in Marketing Excellence, Capability Building or Market Access training in life sciences
- Strong understanding of brand strategy, launch excellence and access models
- Proven experience delivering capability programs with measurable outcomes
- Fluent English (local language desirable)

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部门

International

Business Unit

Marketing

地点

Mexico

站点

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area
Sales

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
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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"]) {
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config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
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[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
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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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```

```
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) }
```

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