

Marketing Strategy Specialist

Job ID
REQ-10087806

九月 30, 2026

Mexico

摘要

#LI-Hybrid

Location: Mexico City, Insurgentes

Contract Type: This role is based in Mexico City, Insurgentes. Novartis is unable to offer relocation support: please only apply if accessible.

Reimagining Medicine Starts With Our People

We are seeking a strategic, analytical, and collaborative professional to join our Marketing Operations team as a Marketing Strategy Specialist. In this role, you will serve as a trusted operations partner, supporting business planning, process excellence, governance, and continuous improvement initiatives. You will leverage data, analytics, and cross-functional collaboration to drive informed decision-making, enhance organizational effectiveness, and enable successful execution of strategic priorities.

This position offers an opportunity to contribute to business transformation, operational excellence, and digital innovation while working closely with diverse stakeholders across the organization.

About the Role

Key Responsibilities

Business Operations & Governance

- Coordinate and manage team operating rhythms, governance forums, leadership meetings, organizational events, and planning activities.
- Monitor priorities, decisions, action items, risks, and dependencies to support effective execution and delivery of business objectives.
- Facilitate collaboration across subject matter experts and cross-functional stakeholders to align activities and advance team priorities.
- Maintain and optimize collaboration platforms, knowledge repositories, SharePoint sites, Teams channels, and project management tools.
- Ensure business documentation, dashboards, and team resources remain accurate, current, and accessible.
- Support internal communications and stakeholder engagement activities, including team updates and feedback processes.

Strategic Planning, Analytics & Process Excellence

- Translate business objectives into actionable plans, measurable milestones, and operational priorities.
- Analyze business data and performance metrics to develop actionable insights and recommendations.
- Track resource utilization, capacity, and workload trends to support planning and decision-making.
- Document business processes, workflow maps, and operational requirements to enable process improvements and standardization.
- Identify opportunities to improve efficiency, reduce complexity, and enhance organizational performance.
- Support business reviews, annual planning activities, and portfolio management initiatives.

Innovation & Digital Enablement

- Contribute to automation, artificial intelligence (AI), and digital transformation initiatives that improve operational effectiveness.
- Gather business requirements and coordinate implementation activities for new tools, solutions, and process enhancements.
- Promote adoption of best practices, agile ways of working, and continuous improvement methodologies.
- Support the development and maintenance of reporting tools, dashboards, and performance metrics.

Stakeholder Collaboration & Organizational Enablement

- Partner with individuals and teams across functions to facilitate problem-solving, decision-making, and execution of key initiatives.

- Communicate priorities, risks, progress, and outcomes to stakeholders in a clear and timely manner.
- Develop executive presentations, business cases, reports, and communication materials to support leadership decision-making.
- Facilitate readiness activities for organizational initiatives and operational changes.
- Foster a collaborative, inclusive, and solutions-oriented environment across stakeholders and business partners.

Required Qualifications

- Bachelor's degree in Business Administration, Marketing, Life Sciences, Operations, Analytics, or a related field, or equivalent experience.
- 5+ years of experience in business analysis, business operations, strategic planning, process improvement, project management, consulting, or a related discipline.
- Strong analytical and problem-solving skills with the ability to convert data into clear insights and recommendations.
- Experience creating executive-level presentations, reports, dashboards, and business communications.
- Excellent written, verbal, and presentation communication skills.
- Proven ability to collaborate effectively across multiple teams and stakeholder groups.
- Experience managing priorities, coordinating initiatives, and tracking progress in a dynamic environment.
- Familiarity with Agile methodologies, continuous improvement practices, or operational excellence frameworks.
- Working knowledge of analytics, automation, AI-enabled solutions, and digital tools.
- Strong proficiency with Microsoft 365 applications, including PowerPoint, Excel, Teams, and SharePoint.

Preferred Qualifications

- Experience supporting Marketing Operations, Content Operations, Commercial Operations, or related business functions.
- Knowledge of the U.S. pharmaceutical industry, including marketing review and approval processes.
- Familiarity with Medical, Legal, and Regulatory (MLR) review processes and associated governance requirements.
- Experience supporting digital transformation, automation, or process optimization initiatives.
- Knowledge of resource planning, capacity management, and operational performance measurement.
- Experience facilitating cross-functional workshops, governance forums, or stakeholder alignment sessions.
- Certification or formal training in Agile, Lean, Six Sigma, project management, business analysis, or related disciplines.
- Experience leveraging AI-powered tools to improve business processes, productivity, or decision-making.

Commitment to Diversity & 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.

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: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

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

部門
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 kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6abd7b4c0814a004664121", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.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 } };
```

```
// Ensure the global player registry array always exists, regardless of embed type.  
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =  
thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a  
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to  
capture the player directly. thumbEmbedPromise .then(function(player) {  
window.kalturaPlayerVideos.push(player); // Notify kalturadatalayer.js that a new player is ready so  
it can // attach custom event listeners immediately, regardless of when // the user clicked the  
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {  
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {  
console.error(e.message) }
```

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