

Marketing & Value and Access Capability Manager

Job ID
REQ-10075820
апр 14, 2026
Мексика

Сводка

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)

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>

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Дивизион

International

Business Unit

Marketing

Место

Мексика

Сайт

INSURGENTES

Company / Legal Entity

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

Functional Area

Продажи

Job Type

Full time

Employment Type

Regular

Shift Work

No

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.

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