

Marketing & Launch Excellence Manager

Job ID
REQ-10084263
июл 30, 2026
Мексика
Disponible en: Español

Сводка

The Marketing & LEX Manager is responsible for designing the best-in-class customer engagement models & leading cross-functional teams to over the top strategic thinking.

In other words:

- Develops & coordinates the omnichannel strategy across brands.
- Actively collaborates with brand teams, technical teams, and cross-functional groups to maximize value & business transformation.
- Provides consulting, advice, and strategic support over marketing strategy, change management & digital innovation.

About the Role

Major accountabilities:

- Strategic Planning, management & execution of OCE for core brands under responsibility.
- Co-design & coordinate the ICE engagement model (5R) for brands under responsibility.
- Co-design & coordinate Patient Activation Plan from an OCE perspective for brands under responsibility.
- Responsible for overseeing OBP & LRR excellence across core brands.

Key performance indicators:

- OCE Objectives per brand.
- ICE Objectives per brand.
- OBP according to local & LACAN guidelines & time frame for both Core & local brands.
- LRR plans in place according to each molecule timeline & milestones (L-/m)

Minimum Requirements:

Work Experience:

- Pharma Marketing Experience (Brand Manager and/or Launch Experience desirable)
- Digital/Omnichannel Marketing Experience
- Project Management & Stakeholder Engagement Management.
- Digital Marketing Data & Insights proficiency.

Skills:

- Agility
- Analytical Thinking & Strategic Thinking
- Brand Awareness
- Business Analytics
- Cross-Functional Collaboration
- Digital Marketing
- Marketing Strategy
- Social Media Campaigns
- Sales Experience
- Stakeholder Engagement & Management
- Strategic Marketing
- Project Management
- Project Planning

Languages:

- English (fluent)

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 \(PDF 30 MB\)](#)

Дивизион
International
Business Unit
Marketing
Место
Мексика
Сайт
INSURGENTES
Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Ajustes de accesibilidad

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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