

Campaign Delivery Manager

Job ID
REQ-10066347

11月 25, 2025

Mexico

摘要

The Campaign Delivery Manager serves a single point of contact for assigned brand teams and drives campaign operations. This role is accountable for ensuring all campaigns are designed, planned and delivered as per brand expectations. This role works with Digital Production Managers in ensuring all campaign information is captured and responsible for campaign calendar and delivery.

About the Role

Key Responsibilities / Major Accountabilities:

- Primary point of contact for XM/AOR, Digital Production Managers and other

business stakeholders.

- Provide process management expertise to ensure the success of daily operations.
- Collaborate closely with the Digital Production Manager to ensure high-quality asset handoff from AORs, internal campaign sign-off, and effective timeline management.
- Coordinate Metadata creation and review business logic for campaigns in close collaboration with Solution Architect
- Oversee the development of email build proofs and conduct operational calls to share performance and forecasts with Digital Production Managers.
- Collaborate on end-to-end testing and prepare performance reports
- Proactively communicate any challenges and risks to brand teams.
- Update forecast and campaign volume dashboards on a weekly basis.

Education

- BTech / Masters in Technology or Masters in Business Administration (Graduation in Marketing, Data Science, or related field may also be beneficial).

Experience

- Overall 7+ years of experience in SFMC Campaign Execution and Operations (Proven track record of successful email marketing campaign management).
-Hands-on experience in SFMC Platform with Email Specialist Certification as mandatory.
- Good understanding of pharmaceutical commercial data landscape and commercial processes- Experience with healthcare or life sciences industry standards and regulations, such as HIPAA compliance.

Skills & Qualifications

- Understanding complexity of integrated working in a matrix and geographically dispersed environment Strong project management skills, ideally with PMP or similar certification.
- Excellent communication and collaboration skills.
- Proficiency in marketing automation tools and analytics platforms. - Familiarity with GDPR and other data protection regulations.
- Strong problem-solving and analytical skills.
- Experience with campaign optimization techniques.
- Ability to work under tight deadlines and manage multiple projects simultaneously.
- Familiarity with and adaptability to new-generation technologies and trends (GenAI and Agentic AI) is an added advantage

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部门
US

Business Unit
Marketing

地点
Mexico

站点
INSURGENTES

Company / Legal Entity
MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work

No

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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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