

## Channel Governance Program Manager

Job ID  
REQ-10075578

4月 21, 2026

Mexico

### 摘要

Accountable to optimize roadmap prioritization based on operational data, including level of effort/impact, value story design & analysis, use case / user story articulation, requirements gathering, JIRA documentation, process documentation, testing administration, navigate governance requirements, and maintaining the repository of project / gate administration.

### About the Role

Major Accountabilities:

- Lead initiatives in marketing operations governance by establishing and enforcing frameworks that ensure compliance, scalability, and alignment with enterprise digital strategies.
- Define, implement, and maintain content and process standards across platforms and channels to

- ensure consistency, regulatory compliance, and brand integrity throughout the content supply chain.
- Develop and deliver high-impact presentations for internal stakeholders, leadership reviews, and enablement sessions, translating complex data and insights into clear, actionable narratives.
  - Apply advanced data analytics techniques to synthesize operational performance, compliance, and user experience data, identifying inefficiencies and opportunities for process optimization.
  - Oversee the content supply chain by coordinating with cross-functional teams to ensure timely creation, localization, and distribution of compliant marketing assets.
  - Ensure all processes and deliverables adhere to pharma regulations, including MLR review standards, audit readiness, and documentation protocols.
  - Manage JIRA workflows to ensure clear definition of done, user acceptance criteria, and traceability of value delivery across marketing technology initiatives.
  - Prepare and align multiple data sources to uncover both obvious and non-obvious insights, supporting governance, automation, and optimization strategies.
  - Visualize data using internal tools such as PowerBI to support decision-making, performance tracking, and stakeholder communication.
  - Enable operational data democratization by implementing access controls, publishing dashboards, and promoting accountability across teams.
  - Collaborate with various cross functional teams to present balanced recommendations that reflect insights from marketing technology governance, content standards, and regulatory compliance.

#### Essential Skills:

- Experience working with technology partners to articulate requirements to build and connect to APIs.
- Experience working in pharmaceutical, healthcare, or highly regulated industries.
- Experience working with, troubleshooting, and optimizing large data sets and large language models.
- Experience using Microsoft tools, including Power Automate to build and deploy dashboards and workflows

#### Desirable Skills:

- Expert level data analyst with hands-on experience using PowerBI, Excel, and Python to generate reports
- Familiarity and adaptability for emerging AI technologies and trends (Gen AI and Agentic AI) is

highly desirable and considered an added advantage.

## Commitment to Diversity and 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](mailto: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](mailto: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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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 \(PDF 30 MB\)](#)

部门  
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 config = { targetId: "kalturaplayer69fb44ce70890574016435", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
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"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
```

```
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.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 } }; }
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
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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