

# Campaign Delivery Manager

Job ID  
REQ-10068170  
мар 20, 2026  
Мексика

## Сводка

The Campaign 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:

- Act as the primary point of contact for Business stakeholders, and Internal Technical teams
- 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.

**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

US

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

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

### **Accessibility and accommodation**

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