

# CRM & Incentives Expert

Job ID  
REQ-10036687  
Jan 29, 2025  
Mexico

## Summary

- ~ Proporcionar soporte analítico a los clientes internos de Novartis (CPOs y equipos regionales de marketing y ventas) en varios informes analíticos de complejidad baja-media.
- ~ Apoyar y facilitar la toma de decisiones basada en datos para los clientes internos de Novartis proporcionando y comunicando análisis cualitativos y cuantitativos
- ~ Apoyar a las empresas de GBS ~ GCO en la práctica de la construcción mediante la participación en diversas iniciativas como el intercambio de conocimientos, el apoyo a la incorporación y la capacitación, el liderazgo del equipo de apoyo en todas las tareas / actividades relacionadas con el negocio, la creación de documentación de procesos y repositorios de conocimientos.
- ~ Ser parte integral de un equipo de diseño integral responsable del diseño de materiales de marketing promocional.

## About the Role

### Key responsibilities:

- Build omnichannel strategies that effectively supports product strategies
- Lead channel strategy ensuring channel orchestration
- Bring new digital solutions that enhance customer experience
- Enable strategic collaboration across customer facing teams to integrate omnichannel marketing into the strategic planning process
- Measure campaigns and overall digital strategies to provide overall direction for enhancing CX and achieving business objectives

### Essential requirements:

- 5-7+ years of broad commercial experience (including social media and digital marketing experience) brand management and/or related head office roles
- Solid understanding of the online or interactive vehicles available to Mexican marketers and social media landscape (channels and strategy)
- Ability to evaluate and import new/untested/innovative digital models & social media tactics in key priority areas
- Strong project management skills with demonstrated track record and ability to formulate ROI
- Excellent communication (written and verbal), as well as selling, presentation and strategic thinking skills
- Ability to lead and forge external, internal and international partnerships to leverage resources and expertise
- Strong Analytical skill and data driven thinking with solid knowledge on websites analytics tools (eg Google Analytics)

- Understanding of the online regulatory framework for pharmaceutical marketing (desirable)

## Benefits and rewards

Read our handbook to learn about all the ways we'll help you thrive personally and professionally:

<https://www.novartis.com/careers/benefits-rewards>

## 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.

**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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<https://talentnetwork.novartis.com/network>

**Benefits and Rewards:** Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

Division

International

Business Unit

Innovative Medicines

Location

Mexico

Site

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](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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