

Data Cloud Platform Expert (Marketing)

Job ID
REQ-10051975
Jun 27, 2025
Mexico

Summary

Responsible for designing and optimizing the use of Salesforce Data Cloud to enable real-time, data-driven marketing experiences. Ensures unified, compliant, and actionable data fuels E360 use cases, flows and insights.

About the Role

#LI-Hybrid

Location: Mexico City

This role is based in Mexico City, Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

Responsible for designing and optimizing the use of Salesforce Data Cloud to enable real-time, data-driven marketing experiences. Ensures unified, compliant, and actionable data fuels E360 use cases, flows and insights.

Key responsibilities:

- Define data needs and use cases for marketing automation
- Configure data streams, insights, and personalization enablers
- Ensure data governance, consent, and compliance
- Support platform enablement through demonstrations and hands-on sessions
- Identify the data needs and conduct data mapping to support use cases that have already been defined by the Experience Architect
- Support ongoing platform optimization and enhancements

Essential requirements:

- 7–10+ years in data architecture or Salesforce ecosystem roles
- Strong expertise in Salesforce Data Cloud and identity resolution
- Familiarity with Marketing Cloud and Audience Segments
- Skilled in APIs, data modeling, and ETL processes
- Knowledge of General Data Protection Regulation (GDPR), HIPAA, and data governance practices
- Salesforce certifications (e.g., Data Cloud Consultant) a plus

Collaboration & Soft Skills:

- Systems thinker who links data architecture to marketing goals

- Communicates technical ideas clearly to business stakeholders
- Problem-solver with strong troubleshooting abilities
- Collaborative and agile team contributor
- Detail-oriented with a focus on scalable solutions

Commitment to Inclusion

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

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 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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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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

US

Business Unit

Innovative Medicines

Location

Mexico

Site

INSURGENTES

Company / Legal Entity

MX06 (FCRS = MX006) Novartis Farmacéutica S.A. de C.V.

Alternative Location 1

Dublin (NOCC), Ireland

Alternative Location 2

Hyderabad (Office), India

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Accessibility and accommodation

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