NOVARTIS

Senior Analyst Campaign Deployment

Job ID
REQ-10055206
Jun 23, 2025
Mexico

Summary

Responsible for the entire email campaign deployment process including subscriber segmentation, test sends, preparing the final subscriber list, and scheduling the deployment. Reviews emails to ensure accurate coding, appropriate audience targeting, and alignment with campaign goals as outlined in the CRF. This meticulous approach ensures effective and targeted email marketing campaigns.

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.

The **Senior Analyst Campaign Deployment** is responsible for the end-to-end execution of email campaigns, ensuring accurate segmentation, scheduling, and deployment. This role ensures alignment with campaign goals, data integrity, and compliance standards, while collaborating across global teams to deliver high-quality, targeted communications.

Key responsibilities:

- Manage the full deployment process of email campaigns and landing pages, including data imports, segmentation, and scheduling
- Build customer journeys and configure deployment schedules in Salesforce Marketing Cloud (SFMC)
- Validate segmentation logic, ensure accurate Data Extension configurations, and monitor deployments, resolving issues in collaboration with the CEP team.
- Ensure proper ingestion of content and metadata, both manually and via automated processes
- Collaborate with QA (Quality Assurance??) Specialists to review campaign quality and ensure alignment with business objectives
- Coordinate with cross-functional teams across time zones to ensure timely and accurate campaign execution

Essential requirements

- Bachelor's or Master's degree in Technology or Business Administration
- 5+ years of hands-on experience in SFMC Campaign Operations
- SFMC Email Specialist certification required; Admin or Developer certifications are a plus
- Strong understanding of data platforms, customer journeys, and marketing automation tools

- Proficiency in AMP script, HTML, CSS, JavaScript, and modules like Journey Builder, Automation Studio, and Contact Builder
- Familiarity with Customer Data Platforms (CDP), Marketing Cloud Intelligence (MCI), and pharmaceutical commercial data landscapes

Soft Skills

- Strong analytical and problem-solving skills
- Excellent communication and collaboration abilities
- Ability to manage multiple projects under tight deadlines
- Knowledge of GDPR and data protection regulations
- Comfortable working in a matrixed, global environment
- Adaptability to emerging technologies, including Gen AI and Agentic AI
- Language: English – Full Proficiency

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

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: 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
US
Business Unit
Universal Hierarchy Node
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
Apply to Job

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 des empeñar 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.

Job ID
REQ-10055206

Senior Analyst Campaign Deployment

Apply to Job

Source URL: *https://prod1.id.novartis.com/careers/career-search/job/details/req-10055206-senior-analyst-campaign-deployment-es-es*

List of links present in page

1. mailto:tas.mexico@novartis.com
2. https://www.novartis.com/about/strategy/people-and-culture
3. https://talentnetwork.novartis.com/network
4. https://www.novartis.com/careers/benefits-rewards
5. https://novartis.wd3.myworkdayjobs.com/es/Novartis_Careers/job/INSURGENTES/Senior-Analyst-Campaign-Deployment_REQ-10055206
6. mailto:tas.mexico@novartis.com
7. https://novartis.wd3.myworkdayjobs.com/es/Novartis_Careers/job/INSURGENTES/Senior-Analyst-Campaign-Deployment_REQ-10055206