

# Customer Model & Marketing Capabilities Manager

Job ID  
REQ-10026121  
Nov 07, 2024  
Mexico

## Summary

Location: Mexico City, #LI-Hybrid

About the role:

Enable our innovative external / customer focus model that shapes our marketing and go-to-market strategies per disease area and HCS archetypes.  
Shape the path for building and adopting new marketing and go-to-market capabilities to increase engagement and growth.  
Improve customer experience and Novartis differentiation through people behaviors and development in business value / commercial roles.

## About the Role

### Key responsibilities:

- Understand the new Market strategic approach of Novartis and shape that model as necessary to create the best customer model for Novartis Mexico. Understand guideline from Regional Heads to integrate in the model.
- Work along with New ways of Working Partner to enable marketing / customer model through agile ways of working.
- Guide the marketing managers of International Mexico to fully adopt the model in all our market efforts.
- Provide overall direction for enhancing CX by analyzing business objectives and customer needs.
- Translate brand strategies into compelling Precision engagement & FF development plans.
- Develop content and channel strategy for capabilities development in priority products.
- Enable strategic collaboration across customer teams to integrate strategic new market capabilities (precision engagement, Data & market insights, HCS partnerships).
- Support TA Heads in people development plan for Marketing Managers and Field based teams to develop capability and skills to enable the model and for the future.
- Design and deploy change management process to help International Mexico to reach our aspiration through commercial teams.

### Essential requirements:

- Bachelor's degree
- 5-7+ years of broad commercial experience as marketing manager, marketing associate and sales rep in pharma industry
- Solid understanding of omnichannel trends and deployment in Mexican market

- Solid understanding of Mexican healthcare system (public and private) with proven experience of deploying marketing plans there
- Ability to evaluate and import new/untested/innovative Customer models or initiatives
- 1-3+ years of experience in people & organization roles or initiatives (Talent, learning or business partnering)
- Strong project management skills 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
- Strong customer service and results focus
- Fluent in English

## 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>

**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

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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