

# Associate Director, Web Operations

Job ID

REQ-10074586

Apr 07, 2026

LOC\_MX

## About the Role

### Key responsibilities

- **Leadership:** Lead delivery, governance, and operations of the centralized Web Operations services end-to-end, including active leadership and visioning, planning, implementation, operation, stakeholder, and communication management, to ensure it meets time, cost, and quality requirements.
- **Channel Expert:** Utilizing your comprehensive Content management System (CMS) knowledge and expertise to lead and guide best practices in website management. You will provide strategic insights and direction to ensure the highest standards of web operations, driving continuous improvement and innovation.
- **Stakeholder Management:** Serve as the point of contact for business, interpreting requirements and needs to offer suitable solutions and develop partnerships and integrated solutions. Monitor and control the execution of the program through all phases to ensure timely delivery of services and outcomes, managing risks and issues.
- **Product Collaboration:** Partner with the Drupal platform product team to understand the roadmap and enable scaled operations for new features or releases. Coordinate with IT stakeholders to ensure compliant content deployment.
- **Team management:** Plan, mobilize, and manage cross-functional program teams across divisions and geographical boundaries. Manage resource phasing, solution roles, and responsibilities, and establish a high-performance team and environment to drive high-quality delivery.
- **Automation & Efficiency:** Identify and implement automation techniques to reduce manual tasks and increase resource productivity. Design and implement a scalable operational model to address new launch requirements without increasing spend ("Do more with less").
- **Functional Leadership:** As a functional lead for Web Operations, motivate and develop people across locations, demonstrating Novartis values and behaviors, driving positive change, and enhancing internal capabilities/skill sets.
- **Continuous Improvement:** Identify, contribute to, champion, and embed delivery processes and standards and continuous improvement initiatives across the team.
- **Performance Metrics:** Ensure operational and performance metrics and benchmarks are in place, optimized, achieved, and remediation plans are in place and adhered to, while maintaining regulatory and compliance processes.
- **Demand Management:** Proactively manage work volume, track progress against agreed timelines, and prioritize resources to meet overall project and solution objectives. Provide insight and input to optimize the effectiveness of brand Web Operations requests and services to drive greater agility and flexibility.
- **Financial Oversight:** Provide financial management and oversight of the team, including performance and productivity, bottom-line operating costs, and quality performance.

### Role Requirements

- 5+ years' experience Commercial experience in design/marketing/program management within creative /advertising/consulting agencies, In-House Agency or Marketing Department, including leading and managing service resource/people management/planning across multifunctional teams and complex matrix environments
- Led and implemented Commercial and/or Marketing Operations and respective best practices across the pharmaceutical industry with ability to translate into commercial strategy
- Preferred experience in content management in CMS platforms
- Proven track record to understand regulatory guidelines and implications of brand strategy related to website development
- Excellent cross-functional skills with the ability to work and lead a cross-functional team in a matrix environment. Strong process/project management skills.

- Excellent presentation, interpersonal, verbal and written communication skills.
- Demonstrate leadership experiences and capabilities including the ability to influence and collaborate with peers, develop, and coach others, and oversee, and guide the work of other colleagues to achieve meaningful outcomes and create business impact
- Relevant program management experience in managing large enterprise programs and teams across functions and locations in a matrix structure
- Past work reflects a track record of operational excellence including financial and operational metrics and accountability
- Able to thrive in a complex matrix organization, acting as a voice of discipline and structure, to enable the development and deployment of operational solutions that meet the needs of the business

## Role Requirements

**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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[Read our handbook \(PDF 30 MB\)](#)

Division

DIV\_IU

Business Unit

Marketing

Location

LOC\_MX

Site

INSURGENTES

Company / Legal Entity

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

Functional Area

FCT\_MM

Job Type

Full time

Employment Type

Regular

Shift Work

No

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