

Marketing & Value and Access Capability Manager

Job ID

REQ-10075820

Apr 14, 2026

LOC_MX

About the Role

Marketing & V&A Capability Training

- Deploy and localize global marketing and access capability curricula (e.g. brand excellence, launch excellence, omnichannel marketing, pricing and access frameworks).
- Design and deliver training for Marketing, V&A and cross-functional teams, aligned to global capability standards.
- Strengthen strategic and executional capabilities across brand teams and access functions.

Training Execution & Delivery

- Lead classroom, virtual and blended learning programs for Marketing and V&A teams.
- Support capability development linked to launches, portfolio priorities and access strategies.
- Ensure training translates into practical tools, frameworks and real-world application.

Capability Excellence & Governance

- Ensure alignment with global governance, quality standards and compliance requirements.
- Track and measure training impact through capability uplift, application and performance indicators.
- Promote consistency of capability standards across Marketing and V&A.

Tools, Platforms & Ways of Working

- Support adoption and effective use of global marketing and access tools, platforms and analytics.
- Partner with technology and data teams to embed capability development into daily workflows.

Stakeholder & Vendor Management

- Collaborate with Marketing Heads, Access Leaders, Medical and P&O/T&D teams.
- Manage external vendors supporting Marketing and V&A capability programs, ensuring quality and cost efficiency.

Key Performance Indicators (Examples)

- % of Marketing and V&A teams completing priority capability programs
- Capability uplift vs. baseline assessments
- Adoption of global frameworks and tools
- Stakeholder satisfaction and business impact feedback

Ideal Background

- Minimum 5 years of total experience
- Previous experience in Marketing Excellence, Capability Building or Market Access training in life sciences
- Strong understanding of brand strategy, launch excellence and access models
- Proven experience delivering capability programs with measurable outcomes
- Fluent English (local language desirable)

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.

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

Division

DIV_IM

Business Unit

Marketing

Location

LOC_MX

Site

INSURGENTES

Company / Legal Entity

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

Functional Area

FCT_SA

Job Type

Full time

Employment Type

Regular

Shift Work

No

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