

CRM Campaign Project Manager

Job ID

REQ-10077293

Jun 22, 2026

LOC_MX

About the Role

Key Responsibilities:

- Planning, assigning tasks and directing team for execution as per planned queue.
- Understanding and explaining risks & issues and maintaining related records
- Reviewing functional / creative briefs based on an understanding of what is technically possible for a specific build
- Working with cross functional teams to ensure all necessary inputs required for production are available on time.
- Reviewing the tasks and confirm timeline feasibility, identify opportunities within existing queue to overcome any delays.
- Share critical dependencies impacting timelines and required extensions from stakeholders

Essential Requirements:

- BTech / Masters in Technology or Masters in Business Administration.
- Minimum 7+ years of proven experience in managing Digital/technology focused projects or driving key initiatives within the digital marketing specifically for Content management Systems.
- Good experience in managing delivery of projects across complex matrix & global environments ·
- Digital experience/knowledge is a must.
- A Project Manager with strong technical background is mandatory
- Proven SFMC (Salesforce Marketing Cloud) experience managing projects and having strong functional knowledge of the tools
- Strong Communication and collaboration skills
- Supports collaboration and has good teamwork skills; Pro-active in handling complex situations & problems; Must have attention to detail
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is highly preferred

Languages:

- English

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.

Accessibility and Accommodation:

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.

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 y permítanos conocer la naturaleza de su solicitud y su información de contacto. Incluya el número de posición en su mensaje.

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_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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