

# Channel Governance Program Manager

Job ID  
REQ-10075578  
abr 21, 2026  
Meksika

## Сводка

Accountable to optimize roadmap prioritization based on operational data, including level of effort/impact, value story design & analysis, use case / user story articulation, requirements gathering, JIRA documentation, process documentation, testing administration, navigate governance requirements, and maintaining the repository of project / gate administration.

## About the Role

### Major Accountabilities:

- Lead initiatives in marketing operations governance by establishing and enforcing frameworks that ensure compliance, scalability, and alignment with enterprise digital strategies.
- Define, implement, and maintain content and process standards across platforms and channels to ensure consistency, regulatory compliance, and brand integrity throughout the content supply chain.
- Develop and deliver high-impact presentations for internal stakeholders, leadership reviews, and enablement sessions, translating complex data and insights into clear, actionable narratives.
- Apply advanced data analytics techniques to synthesize operational performance, compliance, and user experience data, identifying inefficiencies and opportunities for process optimization.
- Oversee the content supply chain by coordinating with cross-functional teams to ensure timely creation, localization, and distribution of compliant marketing assets.
- Ensure all processes and deliverables adhere to pharma regulations, including MLR review standards, audit readiness, and documentation protocols.
- Manage JIRA workflows to ensure clear definition of done, user acceptance criteria, and traceability of value delivery across marketing technology initiatives.
- Prepare and align multiple data sources to uncover both obvious and non-obvious insights, supporting governance, automation, and optimization strategies.
- Visualize data using internal tools such as PowerBI to support decision-making, performance tracking, and stakeholder communication.
- Enable operational data democratization by implementing access controls, publishing dashboards, and promoting accountability across teams.
- Collaborate with various cross functional teams to present balanced recommendations that reflect insights from marketing technology governance, content standards, and regulatory compliance.

### Essential Skills:

- Experience working with technology partners to articulate requirements to build and connect to APIs.
- Experience working in pharmaceutical, healthcare, or highly regulated industries.
- Experience working with, troubleshooting, and optimizing large data sets and large language models.
- Experience using Microsoft tools, including Power Automate to build and deploy dashboards and workflows

### Desirable Skills:

- Expert level data analyst with hands-on experience using PowerBI, Excel, and Python to generate reports
- Familiarity and adaptability for emerging AI technologies and trends (Gen AI and Agentic AI) is highly desirable and considered an added advantage.

### 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](mailto: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](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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**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 \(PDF 30 MB\)](#)

Дивизион

US

Business Unit

Marketing

Место

Мексика

Сайт

INSURGENTES

Company / Legal Entity

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

Functional Area

Маркетинг

Job Type

Full time

Employment Type

Regular

Shift Work

No

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