

# Customer Experience and Omnichannel Manager

Job ID  
REQ-10023033  
Nov 24, 2024  
Mexico

## About the Role

Key responsibilities:

- Build omnichannel strategies that effectively supports product strategies
- Lead channel strategy ensuring channel orchestration
- Bring new digital solutions that enhance customer experience
- Enable strategic collaboration across customer facing teams to integrate omnichannel marketing into the strategic planning process
- Measure campaigns and overall digital strategies to provide overall direction for enhancing CX and achieving business objectives

Essential requirements:

- 5-7+ years of broad commercial experience (including social media and digital marketing experience) brand management and/or related head office roles
- Solid understanding of the online or interactive vehicles available to Mexican marketers and social media landscape (channels and strategy)
- Ability to evaluate and import new/untested/innovative digital models & social media tactics in key priority areas
- Strong project management skills with demonstrated track record 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 to leverage resources and expertise
- Strong Analytical skill and data driven thinking with solid knowledge on websites analytics tools (e.g. Google Analytics)
- Understanding of the online regulatory framework for pharmaceutical marketing (desirable)

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.

## 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>

**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

[Apply to Job](#)

Job ID

REQ-10023033

## Customer Experience and Omnichannel Manager

[Apply to Job](#)

---

**Source URL:** <https://prod1.jobapi.novartis.com/req-10023033-customer-experience-and-omnichannel-manager-es-es>

### List of links present in page

1. <https://prod1.jobapi.novartis.com/req-10023033-customer-experience-and-omnichannel-manager-es-es>
2. <https://www.novartis.com/careers/benefits-rewards>
3. <https://www.novartis.com/about/strategy/people-and-culture>
4. <https://talentnetwork.novartis.com/network>
5. <https://www.novartis.com/careers/benefits-rewards>
6. [https://novartis.wd3.myworkdayjobs.com/es/Novartis\\_Careers/job/INSURGENTES/Customer-Experience-and-Omnichannel--Manager\\_REQ-10023033](https://novartis.wd3.myworkdayjobs.com/es/Novartis_Careers/job/INSURGENTES/Customer-Experience-and-Omnichannel--Manager_REQ-10023033)
7. [https://novartis.wd3.myworkdayjobs.com/es/Novartis\\_Careers/job/INSURGENTES/Customer-Experience-](https://novartis.wd3.myworkdayjobs.com/es/Novartis_Careers/job/INSURGENTES/Customer-Experience-)

