

Business Analyst - AI Content Engine

Job ID
REQ-10089858
Окт. 13, 2026
Индия

Сводка

Join Novartis for driving global impact with innovative digital solutions. We are looking for a candidate at the intersection of Product Management discipline, AI, and content creation for life sciences and pharmaceutical industry. As a product expert, you will drive strategy, evolution and adoption of Content Authoring Platforms and AI Content Engine which accelerates the creation of commercial and medical content for HCPs.

About the Role

Key Responsibilities:

- Accelerate content creation, personalize content for different people, and facilitate localization through technology platforms.
- Partner with business leaders to identify, analyze, and solve key challenges, leveraging your expertise to advise on strategic objectives and product roadmap. Roll out the product across different countries.
- Maintain & prioritize product backlog to support the Product Owner with the creation of EPICs, user stories and acceptance criteria.
- Manages solution scope and requirements and brings stakeholders to a common understanding of the requirements.
- Participates in refinement and planning sessions with product team and assists with requirement prioritization.
- Analyzes the impact of the requirements on the system and identifies gaps, contradictions, and inconsistencies.
- Deliver insights that drive Product teams' decisions on strategy and product development.
- Translate data insights into actions and recommendations that will drive product adoption, customer satisfaction, and investment decisions.

Essential Requirements:

- The candidate should understand gen AI, have content creation knowledge, and the ability to engage in in-depth conversations with relevant stakeholders in countries.
- Exposure to content & channels typically used in pharmaceutical and life sciences industry. E.g., Email-based channels and websites, social media and MSL slide decks
- Proven Applied Generative AI experience in real world scenarios to solve problems, create new products, or enhance existing ones, using AI for improving sales & marketing tactics.
- Bachelor's / master's degree in business or technology / engineering.
- Overall, around 5-7 years of experience in Product Management and, or Content Creation
- Understanding the complexity of integrated working in a matrix and geographically dispersed environment.
- Plan projects, set schedules, coordinate resources across product, data, and engineering teams, and ensure end-to-end completion, meeting timelines and quality expectations.
- Passion for keeping up to date with the latest in marketing technology and digital marketing trends.
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Desirable Requirements:

- Joint Value Creation: Ability to collaborate effectively to create value for all stakeholders.
- Dynamic, results-oriented team player who contributes positively to team success.
- Exhibit organizational agility, creativity, strategic & strong analytical thinking.
- Excellent presentation skills and storyboarding skills.

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
International
Business Unit
General Management
Место

Индия
Сайт
Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Accessibility and accommodation

Novartis is committed to working with and providing 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 diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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