

Senior Digital Marketing Analyst - Marketing Platform Operations

Job ID
REQ-10081291
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Индия
Available in: English

Сводка

As a Senior Digital Marketing Analyst in the Web team, you will be at the heart of Novartis' Next Generation Customer Engagement transformation. You will own end-to-end web analytics and marketing performance insights across international markets—connecting data from GA4, the CMS, paid media, social, and organic search—to deliver accurate analysis, automation, and actionable recommendations aligned to business priorities. You will operate autonomously, proactively surface opportunities and risks, and partner closely with UX, Content/SEO, Paid Media, Data, and Development teams to drive measurable impact.

About the Role

#Location: Hybrid, Hyderabad

Key responsibilities:

- Analyze multi-source data to deliver valuable insights and prioritized recommendations; quantify impact, size opportunities, and flag risks.
- Partner on measurement plans, KPIs, and tagging/UTM standards.
- Combine CMS (Drupal) metadata with analytics to assess content, IA, and localization performance.
- Lead A/B test analysis; ensure rigor and clear “so what/now what” narratives.
- Produce concise executive readouts and enable stakeholders with playbooks/training.
- Own UTM tagging governance across all channels (incl. CRM); ensure consistent setup, QA, and compliance.
- Act as SEO/GEO point of contact; define, promote, and ensure adoption of best practices across markets.
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Essential Requirements

- 5–7+ years in digital/web analytics
- Proactive, ownership-driven problem solver who turns objectives into clear plans and outcomes with minimal guidance
- Resource and self-sufficient: independently unblocks issues, navigates constraints, and mobilizes stakeholders across functions and countries
- Excellent presentation and visual communication skills
- GA4, GTM, event taxonomy, and data layer fundamentals.
- SQL/BigQuery; API integrations (GA4, Ads, Search Console, Meta, LinkedIn).
- Dashboarding (Looker Studio/Tableau/Power BI) and data quality practices.
- CMS analytics (Drupal), SEO and paid media analytics; UTM governance.
- Proven ability to turn analysis into measurable business outcomes

Leadership & Soft Skills

- Strategic and systems thinker with a solid grasp of data-driven marketing transformation.
- Strong stakeholder management skills, with ability to influence in a highly matrixed global organization.
- Exceptional communication and storytelling skills, especially in translating data and architecture concepts into business value.
- Ownership mindset with a passion for building scalable, sustainable marketing data solutions.
- Experience working in global pharma or regulated environments preferred.

Why Consider Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here:

<https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook <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. Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

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
Marketing
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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