

Senior Analyst – Marketing Platform Operations

Job ID
REQ-10081464
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Сводка

Job Description Summary

This role sits at the core of running data driven, personalized omnichannel campaigns and Next Best Action for sales reps using Salesforce Marketing Cloud (SFMC). The position requires deep expertise in campaign management, marketing data infrastructure, and cross-system orchestration. You will be responsible for designing and executing complex journeys, integrating key MarTech systems (e.g., CRM, Web Analytics, CDP) with SFMC, and enabling global and local teams to activate insights for more precise and impactful customer experiences. A strong, ongoing curiosity about the future of MarTech, AI driven personalization, and emerging campaign technologies is essential to continuously evolve our engagement strategy

About the Role

Location: Hyderabad #Hybrid

Key Responsibilities

- Lead the overall strategy, planning, and orchestration of omnichannel campaigns supporting Country and Brand teams with campaign design through data-driven customer insights and a deep understanding of available data and analytics.
- Drive end-to-end campaign processes—from planning and design through execution, monitoring, and optimization—while ensuring high-quality, personalized customer experiences.
- Configure, build, and deploy complex customer journeys and marketing automations in SFMC by leveraging a deep understanding of how Marketing Cloud, Data Cloud, and CRM connectors interact, including underlying data structures and data flows
- Partner with cross-functional and global stakeholders (marketing, sales, analytics, engineering, content, data teams, and developers) to translate business goals into scalable campaign solutions.
- Conduct data analysis and structured A/B tests to optimize KPIs across segments, brands, and regions, feeding learnings back into journey design and targeting.
- Perform rigorous data quality checks, proactively resolve deployment issues, and ensure adherence to data governance, privacy, and consent standards across all activations.

Essential Requirements:

- Bachelor's or Master's degree in Marketing, Technology, Data Science, or a related field.
- Around 5 to 8 years of experience in marketing technology, campaign management, or customer data-driven marketing roles, with hands-on experience in Salesforce Marketing Cloud (or similar campaign platforms).
- Knowledge of omni-channel customer journeys, with proficiency in segmentation, Data Extensions configuration, QA, and a strong understanding AMPscript, and modules like Automation Studio, Journey Builder, Contact Builder, SMS, and Web Studio with HTML, CSS, JavaScript.
- Demonstrated curiosity about the future of MarTech, with a track record of exploring new capabilities (e.g., AI, real-time personalization, advanced decisioning) and translating emerging trends into impactful marketing experiments and best practices.

Desirable Requirements:

- 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?

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Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.

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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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