

Analyst, Social Media Intelligence

Job ID
REQ-10083052
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Индия
Available in: English

Сводка

#LI-Hybrid

Location: Hyderabad, India

Join a high-impact global analytics team at the forefront of Social Media Listening (SML) and digital insights in healthcare. As an SML Analyst, you will play a key role in transforming large-scale digital and social data into meaningful insights that shape strategic decisions across brands, therapy areas, and markets. Your work will directly contribute to a deeper understanding of patient experiences, competitive dynamics, and evolving healthcare conversations. This role offers a unique opportunity to work at the intersection of data, healthcare, and innovation, while gaining exposure to AI-enabled analytics.

About the Role

Key Responsibilities

- Support the delivery of Social Media Listening analysis, including:
 - Brand and disease landscape analysis
 - Competitive intelligence and congress tracking
 - Patient journey and audience insights
 - Social media perception and campaign performance analysis
- Translate stakeholder requirements into structured analytical outputs
- Perform qualitative and quantitative analysis to identify trends, patterns, and relevant insights
- Support end-to-end execution of assigned projects, ensuring adherence to timelines and quality standards
- Collaborate with internal stakeholders to understand business needs and provide analytical support
- Support the development and maintenance of documentation, including standard operating procedures, quality checklists, and knowledge repositories
- Comply with internal processes, including time tracking, KPI reporting, and applicable organizational policies
- Work collaboratively with team members to support project delivery and knowledge sharing
- AI & Analytics Capabilities
 - Support the application of automation and AI-enabled approaches within Social Media Listening workflows
 - Work with large volumes of structured and unstructured data to support analysis and insight generation
 - Utilize available tools and methodologies for activities such as data classification, tagging, and trend analysis
 - Stay updated on developments in digital analytics and AI relevant to Social Media Listening

Essential Requirements:

- MBA or full-time Graduation in Life Sciences, Pharmacy, Medicine, or related disciplines.
- 2–3 years of experience in Social Media Listening, analytics, or market research, preferably in pharmaceutical or healthcare industry
- Experience working with Social Media Listening tools such as Sprinklr, Brandwatch, Talkwalker, or similar platforms
- Strong analytical and problem-solving skills
- Understanding of pharmaceutical industry and regulatory environment
- Experience working in a global or cross-functional environment
- Strong communication skills

Desirable Requirements:

- AI-enabled analytics and automation: Hands-on experience with automation, AI-enabled workflows, tagging, classification, or trend analysis within analytics processes.
- Advanced SML use-case exposure: Prior experience in complex SML applications such as congress tracking, competitive intelligence, launch tracking, patient journey mapping, or campaign performance evaluation.
- Large-scale data handling: Comfort working with large volumes of structured and unstructured data to support scalable analysis
- Innovation and continuous learning mindset: Ability to stay updated on emerging digital analytics, AI, and social listening trends and apply them to improve ways of working.
- Knowledge management and capability building: Ability to contribute to SOPs, quality checklists, repositories, best-practice sharing, and team learning

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.
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Дивизион
Strategy & Growth
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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