

Senior Analyst , Social Media Listening

Job ID

REQ-10016561

Jul 23, 2024

India

Summary

-Provide analytics support to Novartis internal customers (CPOs & Regional marketing and sales teams) on various low-medium complexity analytical reports. -Support and facilitate data enabled decision making for Novartis internal customers by providing and communicating qualitative and quantitative analytics. -Support GBS -GCO business in building practice by involving in various initiatives like knowledge sharing, on-boarding and training support, support team lead in all business related tasks / activities, building process documentation and knowledge repositories -To be an integral part of a comprehensive design team responsible for designing promotional marketing materials.

About the Role

Sr. Analyst, Social Media Listening

Location – Hyderabad #LI Hybrid

About the Role:

Provide analytics support to Novartis internal customers (CPOs & Regional marketing and sales teams) on various low-medium complexity analytical reports. Support and facilitate data enabled decision making for Novartis internal customers by providing and communicating qualitative and quantitative analytics. Support Business Analytics business in building practice by involving in various initiatives like knowledge sharing, on-boarding and training support, support team lead in all business-related tasks / activities, building process documentation and knowledge repositories.

Key Responsibilities:

- Create and deliver below customer requirements as per agreed SLAs (timeliness, accuracy, quality, etc) and drive excellent customer service - NVS performance report, Market overview (brand / therapy area), Disease area landscape reports, Brand performance/launch tracker, Audience insights, Country brand/TA reports, Brand social media perception analysis, Social media monitoring, Competitor landscape, Online audience behavior analysis, Influencer analysis report, Campaign performance reports, Others ad-hoc requests
- Deliver services through structured project management approach with appropriate documentation and communication throughout the delivery of services
- Support in creation and maintenance of standard operating procedures (SOPs), quality checklists that will enable excellent quality outputs for all outputs within the function
- Support in developing and maintaining knowledge repositories that captures qualitative and quantitative reports of brands, disease areas, macroeconomic trends of Novartis operating markets, etc

- Support team leaders in recruitment and on-boarding of new associates within the organization. Participate in various knowledge sharing sessions that enables growth and improves quality of MES Hyd deliverables across the function
- Comply with all internal functional operating procedures like time tracking, KPI tracking and reporting, and other internal systems and processes. Comply to all Novartis operating procedures as per legal / IT / HR requirements.

Essential Requirements:

- 5+yrs experience in social media listening and analytics in a market research firm or pharmaceutical company or Pharma KPO
- Social media analytics tool experience - Sprinklr, Brandwatch, Talkwalker, Quid Base etc.
- Good understanding of pharmaceutical business including its regulatory environment. Strong analytical thinking with problem solving approach.
- Should have worked in an international company with exposure to working in cross-cultural environment
- Should be customer service oriented. Strong and proactive business results-focus, and proven ability to provide insights that increase productivity
- MBA with Graduate / Postgraduate in Medicine (MD/MBBS/BDS) Pharmacy / Life Sciences
- Fluency in English is prerequisite, while knowledge of other in-scope country languages would be an advantage.

Why 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>

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>

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>

Division

Operations

Business Unit

CTS

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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