NOVARTIS

Manager - Digital Analytics

Job ID
REQ-10016800

Aug 13, 2024

India

Summary

We are seeking a highly skilled and experienced Digital Analytics Manager to lead our digital analytics team at Novartis. As the Digital Analytics Manager, you will be responsible for driving the digital analytics strategy, managing data analysis, and providing actionable insights to optimize our digital marketing initiatives. You will work closely with cross-functional teams, including marketing, data science, and digital specialists, to develop data-driven strategies and enhance the digital experience for our customers. This is an excellent opportunity to take a leadership role, shape the digital analytics function, and contribute to the growth and success of a leading global healthcare company

About the Role

Responsibilities:

- Develop and execute a comprehensive digital analytics strategy to support the organization's digital objectives and drive business growth.

- Lead a team of digital analysts, providing mentorship, guidance, and expertise to drive actionable insights and data-driven decision-making.

- Serve as the primary point of contact for all digital analytics needs, collaborating with stakeholders to understand business requirements and provide optimal solutions.

- Define and implement digital performance metrics, KPIs, and success criteria, and ensure proper tracking and data collection across various digital channels.

- Utilize advanced web analytics tools (e.g., Google Analytics 360, Adobe Analytics) to measure, track, and report on digital performance metrics, conducting in-depth analysis to uncover key insights and opportunities.

- Develop and maintain advanced dashboards and reports that provide actionable insights and visualizations to stakeholders at different levels of the organization.

- Provide strategic recommendations based on data insights to optimize digital marketing strategies, enhance user experiences, and drive business outcomes.

- Collaborate with data scientists and digital specialists to develop advanced analytical models, conduct predictive analysis, and enhance personalization and targeting strategies.

- Stay up-to-date with industry trends, advanced digital analytics methodologies, and emerging technologies, applying them to drive innovation and enhance our digital capabilities.

- Lead the development and maintenance of digital analytics frameworks, processes, and tools to ensure data accuracy, automation, and scalability.

- Collaborate with cross-functional teams to implement data governance policies and ensure compliance with regulatory requirements.

Qualifications:

- Bachelor's degree in Computer Science, Marketing, Statistics, or a related field. Master's degree is preferred.

- 7+ years of experience in digital analytics or a relevant analytical role, with a proven track record of driving digital success.

- Strong expertise in using advanced web analytics platforms (e.g., Google Analytics 360, Adobe Analytics) and familiarity with digital marketing concepts.

- Proficiency in using SQL, Python, or R for data manipulation and analysis. Experience with data visualization tools (e.g., Power BI) is a plus.

- Experience managing and leading a team of analysts, providing mentorship, guidance, and fostering a culture of continuous learning.

- Strong analytical mindset with the ability to translate data into strategic insights and actionable recommendations.

- Excellent communication and presentation skills, with the ability to effectively communicate complex concepts to both technical and non-technical stakeholders.

- Proven experience in developing and executing digital analytics strategies, driving data-driven decision-making, and delivering impactful results.

- Strong attention to detail and ability to manage multiple projects, prioritize tasks, and meet deadlines.

- Experience in the pharmaceutical or healthcare industry is a plus.

- Fluency in English is required, additional language skills are a plus.

  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

  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

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

Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: https://www.novartis.com/careers/benefits-rewards

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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