

Analyst - Digital Marketing

Job ID
REQ-10017401
Aug 15, 2024
India

Summary

We are looking for a detail-oriented, astute Digital Marketing Analytics Analyst to join our growing organization. You will be tasked with analyzing our digital marketing efforts, identifying trends, uncovering insights and helping shape the strategic direction of our marketing campaigns. Candidates must have 3+ years of overall experience, at least 2-3 years' experience on pharma datasets/digital marketing, good knowledge of data modeling and SQL, and robust technical problem-solving skills.

About the Role

Major Accountabilities:

Manage digital analytics and reporting systems to track KPIs and marketing campaign effectiveness.

Use data analytics to derive an understanding of customer behavior, apply segmentation and predictive methods to improve marketing effectiveness.

Analyze digital marketing performance across various channels such as Email Marketing, social media, Display/Programmatic Banners and Content Marketing, and provide optimization recommendations.

Interpret data, analyze results, and provide ongoing reports using statistical techniques and tools.

Work closely with cross-functional teams to understand business challenges and provide data-driven solutions.

Create visualizations of data through reports and dashboards to articulate data patterns and trends effectively.

Assist in the process of designing and implementing key performance indicators and metrics, as well as in the tracking and analysis of these parameters to measure success and identify areas for improvement.

Requirements:

Bachelor's degree in marketing, Business, Statistics, or a related field. A master's degree is preferred.

Expertise in using web analytics tools (especially Google Analytics), third party media, email marketing platforms etc.

Strong analytical and problem-solving skills with a high-level attention to detail.

Exceptional written and verbal communication skills, with the ability to translate complex data into actionable insights.

Strong ability to think strategically, analyze, and interpret market dynamics and develop key industry insights.

Proficient in statistical analysis tools (R, Python, or similar) and data visualization tools (Tableau, Excel, Power BI or similar).

Ability to work independently and collaboratively in a team environment.

Preferred:

Proven experience as a Digital Marketing Analyst or similar role.

Good knowledge on complex SQL, Python, Alteryx or related data management tools.

Well versed with digital marketing landscape along with experience in working with pharma industry across Commercial and Marketing analytics.

Use advanced analytics techniques such as A/B Testing, Hypothesis Testing, Supervised and Unsupervised classification techniques to provide data driven optimizations.

Certification or training in relevant analytics or business intelligence tools is 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>

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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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