

Analyst - Digital Analytics

Job ID
REQ-10017869
Aug 15, 2024
India

Summary

We are seeking a talented and driven Digital Analyst to join our team at Novartis. As a Digital Analyst, you will be responsible for analyzing digital data, providing insights, and optimizing our digital marketing strategies to drive business growth. You will work closely with marketing teams, data scientists, and digital specialists to measure digital performance, identify trends, and enhance user experiences. This is an exciting opportunity to leverage your analytical skills and contribute to the digital transformation of a leading global healthcare company.

About the Role

Responsibilities:

Conduct in-depth analysis of digital data to uncover key insights, trends, and opportunities across various digital channels, including websites, mobile apps, and social media platforms.

Collaborate with cross-functional teams to define digital performance metrics, KPIs, and success criteria, and ensure proper tracking and data collection.

Utilize web analytics tools (e.g., Google Analytics, Adobe Analytics) to measure, track, and report on digital performance metrics and identify areas for improvement.

Develop and maintain dashboards and reports that provide actionable insights and visualizations to stakeholders.

Conduct competitive analysis and benchmarking to identify best practices and emerging trends in digital marketing.

Collaborate with data scientists and digital specialists to implement data-driven marketing strategies and optimize digital touchpoints.

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

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

Qualifications:

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

2-4 years of experience in digital analytics or a relevant analytical role.

Strong knowledge of digital analytics platforms (e.g., Google Analytics, 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.

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

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

Strong attention to detail and ability to prioritize tasks, manage multiple projects, 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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