

Analytics Architect

Job ID
REQ-10031122
Jan 29, 2025
India

Summary

We are seeking an experienced Senior Web Tagging Architect to join our team. The ideal candidate will have a strong background in web analytics and expertise in implementing tagging strategies for websites. The Senior Web Tagging Architect will work closely with our IT platform team, marketing team, and other stakeholders to ensure accurate and efficient data capture for analytics and reporting purposes. This role requires a deep understanding of web tracking technologies, an analytical mindset, and the ability to design and implement scalable and robust tagging solutions.

About the Role

Key Responsibilities:

- Develop and maintain a comprehensive web tagging solutions for our organization, ensuring accurate and granular data capture across websites.
- Design, implement, and maintain a robust data layer to ensure consistent and reliable data collection across all web properties.
- Collaborate with web development teams to integrate and test data layer implementations.
- Collaborate with cross-functional teams, including development and marketing, to understand tagging requirements and translate them into technical specifications.
- Implement and maintain web analytics tags and pixels using tag management systems (TMS), such as Google Tag Manager or Tealium, ensuring compliance with data privacy regulations.
- Conduct code audits and quality assurance checks to ensure proper tag deployment, data accuracy, and optimal performance.
- Troubleshoot and resolve tagging issues, including data discrepancies and tracking gaps, in a timely manner.
- Stay updated with the latest web analytics tools, technologies, and industry trends to continuously enhance tagging strategies and improve data capture.
- Collaborate with data analysts and stakeholders to validate and report on web analytics data, providing insights and recommendations for optimization.
- Document tagging framework, best practices, and technical specifications to facilitate knowledge sharing and provide guidance to the development team.

Essential Requirements:

- Minimum of 10 years of experience in web analytics and web tagging implementation, with a focus on large-scale or enterprise-level websites.
- Preferable Full-stack Developer
- Strong expertise in implementing tagging using tag management systems (TMS) like Google Tag

Manager or Tealium.

- Proficient in JavaScript, HTML, CSS, and other web technologies.
- Familiarity with web analytics tools such as Google Analytics, Adobe Analytics, or similar platforms.
- Excellent analytical and problem-solving skills, with a keen attention to detail.
- Strong communication and collaboration skills to work effectively with cross-functional teams. **Desired**

Requirements:

- Require Google Analytics and Tag malmanagement Certification
- Demonstrated ability to conduct code audits, testing, and data validation to ensure data accuracy and quality.

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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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