

Web Tagging SME

Job ID
REQ-10032371
Dec 04, 2024
India

Summary

Web Tagging Subject Matter Expert (SME) specializing in Google web tagging technologies. As a Web Tagging SME, you will provide deep technical expertise and strategic insights into the implementation, optimization, and governance of web tagging solutions, primarily focusing on Google Tag Manager, Google Analytics, and Google Ads

About the Role

Key Responsibilities:

- Serve as the primary expert on Google Tag Manager, Google Analytics, and Google Ads tracking.
- Provide technical consultation and guidance on tagging implementations, ensuring best practices are followed.
- Translate business objectives and data requirements into comprehensive tagging strategies.
- Design, implement, and manage web analytics and marketing tags using Google Tag Manager.
- Oversee the setup and maintenance of Google Analytics properties, including enhanced eCommerce tracking, event tracking, and custom dimensions/metrics.
- Optimize Google Ads conversion tracking, remarketing tags, and other third-party tag implementations for accurate performance measurement.
- Architect and maintain a robust and scalable data layer to support tagging requirements.
- Collaborate with development teams to ensure proper data layer integration and functionality.
- Work with analytics and marketing teams to create dashboards and reports in Google Analytics and Google Data Studio, tracking key performance indicators (KPIs).

Essential Requirements

- Extensive experience (12- 15 years) in web tagging and analytics with deep knowledge of Google Tag Manager, Google Analytics, and Google Ads.
- Proven experience in designing and managing complex data layers.
- Proficiency in data architecture, data modeling, and data warehousing concepts.
- Experience with tag management systems, such as Google Tag Manager or Tealium, and implementing custom event tracking.
- Strong understanding of digital marketing channels, conversion tracking, A/B testing, and attribution modeling.
- Excellent problem-solving and analytical skills, with the ability to think strategically and provide data-driven

insights.

•Strong leadership and communication skills, with the ability to effectively collaborate with cross-functional teams and stakeholders.

Desired Requirements

•Relevant certifications, such as Google Analytics Individual Qualification (IQ) or Adobe Analytics certifications, are a plus.

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Division

Operations

Business Unit

CTS

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Alternative Location 1

Dublin (NOCC), Ireland

Alternative Location 2

INSURGENTES, Mexico

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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