

Technical Lead, Marketing Cloud Intelligence

Job ID
REQ-10031830
Dic 12, 2024
India

Resumen

We are seeking a highly-skilled and experienced Marketing Cloud Architect to join our team Marketing Automation team who works closely with brand teams; understands various data sources, adept in building data ingestion pipelines, skilled in designing future proof data models that can serve as a basis for data visualization and insights

About the Role

Location – Hyderabad #LI Hybrid

About the Role:

We are seeking a highly-skilled and experienced Marketing Cloud Architect to join our team Marketing Automation team who works closely with brand teams; understands various data sources, adept in building data ingestion pipelines, skilled in designing future proof data models that can serve as a basis for data visualization and insights

Key Responsibilities:

- Help internal customers to identify key metrics to support business goals, and how to gather the data supporting those metrics
- Architect and design salesforce solutions using Marketing Cloud Intelligence (Datorama) while maintaining scalable and efficient solutions for business needs
- Conduct feasibility studies, defining new data streams in MCI, and ensuring timely data refresh cycles
- Liaise with cross-functional teams, feasibility check in MCI, and develop new reporting capabilities while overseeing build of new optimization reports.
- Work with and train business users to help developers to build effective data ingestion pipelines; data models and visualizations
- Have deep technical skills to be able to explain tool capabilities and dig into the specific functions of tools, as well as its interoperability across technical, martech and adtech systems
- Provide requirements for visualizations to data analysts for them build reports and dashboards that best present the key metrics
- Based on experiences in developing strategies, develop best practices and processes for metrics, data management, and/or data visualization where possible; continuously stay up-to-date on Salesforce releases and updates
- Be able to manage direct and indirect reports as needed, working in a matrixed global organization

Essential Requirements:

- Minimum of 7 – 10 years of business experience in analytics, consulting and/or enterprise software experience is required, including demonstrated ability of stakeholder management
- Minimum of 5+ years' experience in Salesforce with strong focus solution architect
- Proficient in Datorama, Salesforce configurations, and Marketing Cloud
- Excellent written and verbal skills. Strong interpersonal and analytical skills
- Ability to provide efficient, timely, reliable, and courteous service to customers. Ability to effectively present information
- Demonstrated knowledge of the Data Engineering & Business Intelligence ecosystem
- Salesforce MCI certification. Other SF platforms viz app building PD1, PD2 etc
- Familiarity with AppExchange deployment, Flow, Aura component and Lightning Web component will be a plus

Percentage of work:

- 25% - Direct internal customers interaction, gathering requirements, communicating progress, and providing deliverables
- 25% - MCI development - spend time identifying appropriate data streams, metrics, data model architecture to attain the business objectives
- 25% - Direct opportunities for reporting & insights projects leveraging Salesforce reporting tools such as Marketing Intelligence, CRM Analytics and Qlik, along with data engineering platforms such as Snowflake, Databricks, SF Data Cloud, Google Cloud, AWS and Azure, and ETL tools like Mulesoft.
- 15% - Provide thought leadership to be used to create additional conversation around reporting best practices
- 10% - Identify growth opportunities for personal and professional development

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>

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!

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>

División
Operations
Business Unit
CTS
Ubicación
India
Sitio
Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Alternative Location 1
Dublin (NOCC), Irlanda
Alternative Location 2
INSURGENTES, México
Functional Area
Marketing
Job Type
Full time
Employment Type
Regular
Shift Work
No
[Apply to Job](#)

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Job ID
REQ-10031830

Technical Lead, Marketing Cloud Intelligence

[Apply to Job](#)

Source URL: <https://www.adacap.com/careers/career-search/job/details/req-10031830-technical-lead-marketing-cloud-intelligence>

List of links present in page

1. <https://talentnetwork.novartis.com/network>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. <https://talentnetwork.novartis.com/network>
4. <https://www.novartis.com/careers/benefits-rewards>
5. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Technical-Lead--Marketing-Cloud-Intelligence_REQ-10031830
6. <mailto:diversityandincl.india@novartis.com>
7. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Technical-Lead--Marketing-Cloud-Intelligence_REQ-10031830