NOVARTIS

Analyst - Digital Marketing

Job ID
REQ-10017402

Aoû 15, 2024

Inde

Résumé

We are looking for an Analyst with experience in developing data modeling, building visualizations and Reports for the Business owners/stakeholders in Sales force marketing cloud intelligence or Datorama. This position is in the Insights & Analytics team and will play a critical role in rapidly delivering high quality omni-channel experiences to consumers & patients across geographical regions. The candidate should be subject matter expert in Salesforce Marketing Cloud Intelligence (Datorama) with innovative problem-solving abilities, incredible flexibility, and a keen drive to learn, achieve and optimize. This role will work closely with stakeholders along with the analytics team supporting and leading many activities including but not limited to requirement gathering & grooming, solution & technical design, QA, technical documentation, KPI framework, measurement framework and analytical solution as needed

About the Role

Primary Responsibilities

- Implementing, Visualizing, maintaining, and analyzing marketing campaigns using Datorama as Marketing Cloud Intelligence Tool.

- Managing implementation of marketing data sets including – data ingestion, integration, analyzing and reporting.

- Work with cross-functional teams to continuously improve the quantity and quality of insights what you bring

- Data understanding for all media channels (Paid Search, Paid Social, Display campaigns, Programmatic, Web Analytics, etc.) using Datorama or MCI.

- Trusted advisor or SME support for all inquiries and new enhancements.

- Provide rapid ad hoc campaign analytical support for Marketing Cloud Intelligence (Datorama).

- Support and assist in business requirement capture, grooming, and overall project documentation.

- Assist and lead day-to-day governance, administration, and maintenance of the connected marketing activation optimization reports.

- Collaboratively deliver Marketing Cloud Intelligence data and reporting capabilities for key stakeholders.

- Proactively recommend process improvements to optimize and grow the use of the platform.

- Create guardrails and process documentation for team to use as checklists and guidance during execution.

- Manage Stakeholder relationships and expectations throughout the project delivery and maintenance phase.

Qualifications

- Master's or Bachelor's Degree with 2+ years of experience.

- Work experience in the Healthcare/Pharma/Life science industry is a plus.

- Ability to build visualization and analysis in Datorama or MCI is a must

- Ability to communicate effectively and deliver to both technical and business stakeholders.

- Strong business-centric/facing communication and project management skills.

- Datorama or MCI Certified preferred.

- Passion for customer service and relationship building and ability to collaborate in a constructive manner with others in a dynamic working environment

  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

Emplacement

Inde

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Commercialisation

Job Type

Full time

Employment Type

Regular

Shift Work

No

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2. https://www.novartis.com/careers/benefits-rewards
3. https://talentnetwork.novartis.com/network
4. https://www.novartis.com/about/strategy/people-and-culture
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