

# Manager - Digital Analytics

Job ID  
REQ-10017697  
Sep 04, 2024  
India

## Summary

We are looking for a “Digital Marketing Analytics Manager” who need to be an expert in exploring various data sources like customer, content, channel, and web to derive actionable insights and enable stakeholders to deliver data driven decisions through Marketing cloud Intelligence. You will work closely with the stakeholders along with the analytics team and other departs to devise new measurement frameworks and methodologies to identify engagement and impact along with a keen focus on Operational Efficiency and seamless stakeholder management.

## About the Role

### Primary Responsibilities

Hands on experience in working with BI/BA/Data teams and working closely with all stakeholders including Leadership teams

Design and develop compelling and user-centric BI / data visualization solutions on MCI (e.g., dashboards and reports) to convey actionable insights and enable proactive decision-making by the business

Ability to present analytic results to technical and non-technical audiences through various visualization methods

Winning stakeholder trust by understanding business context and being a strategic partner to stakeholders

Lead and collaborate on creation of measurement frameworks and methodology designs to create scalable models.

Develop and maintain regular analytics deliverables and meet quality standards, timeliness, compliance, and excellent user experience

Work with the Product Owner to establish release goals as part of quarterly Roadmap and PI Planning, managing the backlog

End to End knowledge of Operations management and Business analysis. Collaborate with cross-functional teams to understand business needs, define data requirements, and ensure data accuracy and integrity.

Contribute towards technical aspects in the areas of expertise.

Continually work towards increasing the team impact on business

Work with senior analytics specialists to create and present compelling, easy-to-understand data visualization and data driven insights for analytics leaders and other stakeholders.

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

### **Qualifications**

Master's or Bachelor's Degree with 7+ years of experience.

Work experience in the Healthcare/Pharma/Life science industry is good to have.

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  
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  
[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](mailto: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.

iframe{ width: 100%; margin-top: 3rem; } @media screen and (max-width: 767px){ iframe{ height: 30vh !important; } } @media screen and (min-width: 768px){ iframe{ height: 34vh !important; } }

Job ID  
REQ-10017697

## Manager - Digital Analytics

[Apply to Job](#)

---

**Source URL:** <https://prod1.adacap.com/careers/career-search/job/details/req-10017697-manager-digital-analytics>

### List of links present in page

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

7. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Hyderabad-Office/Manager---Digital-Analytics\\_REQ-10017697](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Manager---Digital-Analytics_REQ-10017697)
8. <mailto:diversityandincl.india@novartis.com>
9. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Hyderabad-Office/Manager---Digital-Analytics\\_REQ-10017697](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Manager---Digital-Analytics_REQ-10017697)