NOVARTIS

Analyst- Digital Analytics

Job ID
REQ-10027770
Nov 05, 2024
India

Summary

We are seeking a talented and driven Digital Analyst to join our team at Novartis. As a Digital Analyst, you will be responsible for analyzing digital data, providing insights, and optimizing our digital marketing strategies to drive business growth. You will work closely with marketing teams, data scientists, and digital specialists to measure digital performance, identify trends, and enhance user experiences. This is an exciting opportunity to leverage your analytical skills and contribute to the digital transformation of a leading global healthcare company.

About the Role

Major Responsibilities:

- Conduct in-depth analysis of digital data to uncover key insights, trends, and opportunities across various digital channels, including websites, mobile apps, and social media platforms.
- Collaborate with cross-functional teams to define digital performance metrics, KPIs, and success criteria, and ensure proper tracking and data collection.
- Utilize web analytics tools (e.g., Google Analytics, Adobe Analytics) to measure, track, and report on digital performance metrics and identify areas for improvement.
- Develop and maintain dashboards and reports that provide actionable insights and visualizations to stakeholders.
- Conduct competitive analysis and benchmarking to identify best practices and emerging trends in digital marketing.
- Collaborate with data scientists and digital specialists to implement data-driven marketing strategies and optimize digital touchpoints.
- Stay up to date with industry trends, digital analytics methodologies, and emerging technologies to drive innovation and enhance our digital capabilities.
- Assist in the development and maintenance of digital analytics frameworks, processes, and tools to ensure data accuracy, automation, and scalability.

Minimum Requirement

- Bachelor's degree in computer science, Marketing, Statistics, or a related field. Master's degree is a plus.
- 2-4 years of experience in digital analytics or a relevant analytical role.
- Strong knowledge of digital analytics platforms (e.g., Google Analytics, Adobe Analytics) and familiarity with digital marketing concepts.
- Proficiency in using SQL, Python, or R for data manipulation and analysis. Experience with data visualization tools (e.g., Power BI) is a plus.

- Strong analytical mindset with the ability to translate data into actionable insights and recommendations.
- Excellent communication and presentation skills, with the ability to effectively communicate complex concepts to non-technical stakeholders.
- Strong attention to detail and ability to prioritize tasks, manage multiple projects, and meet deadlines.

Desired Skill

- Experience in the pharmaceutical or healthcare industry
- Fluency in English is required, additional language skills

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.

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 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-10027770

Analyst- Digital Analytics

Apply to Job

Source URL: *https://prod1.adacap.com/careers/career-search/job/details/req-10027770-analyst-digital-analytics*

List of links present in page

1. https://www.novartis.com/about/strategy/people-and-culture
2. https://talentnetwork.novartis.com/network
3. https://www.novartis.com/careers/benefits-rewards
4. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Analyst--Digital-Analytics_REQ-10027770
5. mailto:diversityandincl.india@novartis.com
6. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Analyst--Digital-Analytics_REQ-10027770