

Tagging lead (Web and Campaign)

Job ID
REQ-10031827
Feb 28, 2025
India

Summary

This role is for an experienced and detail-oriented Web and Campaign Tagging Operations Lead to oversee the end-to-end tagging processes for both web and marketing campaigns, responsible for overseeing the implementation and management of web analytics and marketing tags across all digital platforms. This role involves leading a team of tagging specialists and optimizing tagging processes to support data-driven decisions. The ideal candidate will have a strong background in tag management systems, website and media campaigns and also understand web and campaign analytics, coupled with excellent leadership and collaboration skills.

About the Role

Key Responsibilities:

- Lead and manage the tagging operations team, providing direction, oversight, and mentorship.
- Develop and implement robust processes for web and campaign tagging to ensure data quality and operational efficiency.
- Collaborate with stakeholders from marketing, analytics, development, and IT to align tagging operations with business objectives.
- Support Leadership with Operational Reporting and Decision making.
- Lead, mentor, and manage the tagging team, providing guidance and support to ensure high performance.
- Set clear goals and objectives, monitor progress, and conduct regular performance evaluations.
- Foster a collaborative and inclusive team environment, encouraging continuous learning and professional growth.
- Act as the primary point of contact for all tagging-related inquiries and issues.
- Facilitate communication between departments to ensure tagging requirements are understood and implemented correctly.
- Work closely with marketing, product, and development teams to integrate tagging solutions seamlessly.
- Conduct training sessions and workshops to educate stakeholders on the importance of tagging and data integrity.
- Manage relationships with third-party vendors and tool providers for tagging and analytics solutions.

- Evaluate and recommend new tools and technologies to enhance the tagging infrastructure.

Essential Requirement:

- Around 12 – 15 years of experience in managing and mentoring a team of Tagging and analytics professionals is preferred.
- Experience in tag management, web analytics, or digital marketing.
- Proficiency in tag management systems (e.g., Google Tag Manager, Tealium).
- Strong analytical skills and proficiency in debugging tools (e.g., Google Tag Assistant, Chrome Developer Tools).
- Excellent leadership, communication, and collaboration skills.
- Ability to manage multiple projects and priorities in a fast-paced environment.
- Oversee Jira tasks and reporting

Desired Requirement

- Continuously seek opportunities to enhance tagging processes, methodologies, and tools for greater efficiency and data accuracy.
- Propose and implement innovative solutions to improve the tagging infrastructure and keep the organization at the forefront of data collection practices.

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Division

Operations

Business Unit

Universal Hierarchy Node

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

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