

# Data Insights Lead

Job ID  
REQ-10036009  
Jan 31, 2025  
Ireland

## Summary

Drive the strategic use of web analytics to enhance the business online presence and performance. This individual will be responsible for analyzing web data, generating actionable insights, and leading a team to ensure that data-driven decisions support business objectives and digital marketing initiatives

## About the Role

Your responsibilities include but are not limited to

- **Data Analysis & Reporting:** Lead the collection, analysis, and interpretation of web analytics data from platforms like Google Analytics, Adobe Analytics, and other relevant tools.
- Develop and maintain dashboards and reports to provide insights into website performance, user behavior, and key performance indicators (KPIs).
- Identify trends, patterns, and anomalies in web data to inform strategic decisions and optimize user experience.
- **Strategic Planning:** Collaborate with marketing, product, and IT teams to develop and implement web analytics strategies that align with business goals.
- Provide recommendations based on data analysis to improve website performance, conversion rates, and user engagement.
- **Insights Generation:** Translate complex data into clear, actionable insights for stakeholders. Conduct deep-dive analyses to identify opportunities for optimization and growth. Present findings and recommendations to senior management in a clear and compelling manner.
- **Team Leadership:** Manage and mentor a team of web analysts and data specialists. Oversee the development of team members' skills and ensure alignment with departmental goals. Foster a data-driven culture within the organization.
- **Tool & Technology Management:** Evaluate and implement web analytics tools and technologies to enhance data collection and analysis capabilities. Ensure data accuracy and integrity across all web analytics platforms. Stay updated on industry trends, best practices, and emerging technologies in web analytics.
- **Project Management:** Lead or contribute to cross-functional projects aimed at improving web performance and user experience. Manage timelines, resources, and deliverables to ensure successful project outcomes.

## Desirable Requirements:

- 10+ years of experience in web analytics, data analysis, or a related field, with at least 2 years in a leadership role. Strong analytical skills with the ability to interpret complex data and generate actionable insights. Proficiency in data visualization tools (e.g. Tableau, Power BI).

- Excellent communication skills with the ability to present data insights to non-technical stakeholders. Experience with A/B testing, multivariate testing, and conversion rate optimization.
- Familiarity with SQL, Python, or other data manipulation languages is a plus
- Proven experience with web analytics tools such as Google Analytics, Adobe Analytics, or similar platforms.
- Strong leadership & team mgmt skills. Detail-oriented with a passion for data accuracy and integrity. Ability to work collaboratively in a fast-paced, dynamic environment and strategic thinker with a focus on delivering results.

**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>

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Division

Operations

Business Unit

Innovative Medicines

Location

Ireland

Site

Dublin (NOCC)

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Alternative Location 1

Hyderabad (Office), India

Alternative Location 2

INSURGENTES, Mexico

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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