

Senior Analyst - MCI

Job ID
REQ-10036287
Jan 27, 2025
India

Summary

We are seeking a highly-skilled and experienced digital marketing business analyst to liaison with Marketing Cloud Architect to join our team Marketing Automation team who works closely with brand teams; understands various data sources, adept in building data ingestion pipelines, skilled in designing future proof data models that can serve as a basis for data visualization and insights.

About the Role

Location – Hyderabad #LI Hybrid

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Key Responsibilities:

- Help internal customers to identify key metrics to support business goals, and how to gather the data supporting those metrics
- Architect and design salesforce solutions using Marketing Cloud Intelligence (Dataroma) while maintaining scalable and efficient solutions for business needs
- Liaise with cross-functional teams, feasibility check in MCI, and develop new reporting capabilities while overseeing build of new optimization reports.
- Deep functional knowledge of omni-channel marketing strategies and ability to consult partners in driving brand marketing strategies, running data driven analytics and generating insightsProvide requirements for visualizations to data analysts for them build reports and dashboards that best present the key metrics
- Based on experiences in developing strategies, develop best practices and processes for metrics, data management, and/or data visualization where possible; continuously stay up-to-date on Salesforce releases and updates
- Be able to manage direct and indirect reports as needed, working in a matrixed global organization.

Essential Requirements:

- Minimum of 4-6 years of business experience in analytics, consulting and/or enterprise software experience is required, including demonstrated ability of stakeholder management
- Minimum of 2+ years' experience in working with healthcare domain and specific to digital marketing

analytics

- Deep understanding of marketing channels, tactics, personalization, measuring campaign health & sharing insights for optimization
- Well-developed analytical skills, strong problem-solving and demonstrated ability to think strategically and objectively.
- Ability to work independently, strong presentation skills, communicate effectively, and a desire to develop new solutions

Percentage of work:

- 50% - Direct internal customers interaction, gathering requirements, communicating progress, and providing deliverables
- 25% - Supporting brand and therapeutic teams on providing trainings and support with existing solutions or brainstorming new solutions along with the business teams
- 15% - Provide thought leadership to be used to create additional conversation around reporting best practices
- 10% - Identify growth opportunities for personal and professional development

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.

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

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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
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