NOVARTIS

Manager -Marketing Analytics

Job ID
REQ-10018258
Nov. 05, 2024
Indien

Zusammenfassung

This position is in the Insights & Analytics team and will play a critical role in rapidly delivering high quality omni-channel customer experiences through marketing and campaign analytics
This role will work closely with stakeholders in the marketing, customer experience, insights & analytics team supporting and leading many activities to achieve brand objectives and enhance customer experience

About the Role

Major accountabilities:

- Planning and management, gather requirements to develop detailed Project plans and Project estimations to task level.
- Proactively assist the Business to identify upcoming conflicts and resource gaps.
- Serve as interface with the global and local Brand teams on Project Planning and delivery management.
- Leads and delivers projects for Regional and global teams, ensuring adherence to timelines and quality objectives.
- Ensures delivery of efficient and high-quality deliverables.
- Manages an efficient and high-quality team that promotes synergy and best practice sharing among resources, drives collaboration with Country Organizations in managing high standards of communication and delivering best in class services.
- Provide guidance on training requirements in relation to Commercial processes -Takes initiative to drive standardization of reports across brands

Minimum Requirements:

- 4 years of relevant pharmaceutical experience
- Provide actionable customer insights to address key strategic questions
- Excellent analytical skills and a high degree of business acumen
- Solid understanding of online and offline marketing channels and measuring campaign performance
- Analyze customer intent and behavior
- Proficient in conducting competitive research and analyze benchmarking data
- Strong in building hypothesis, test & control analysis, analyzing market mix models
- Responsible for conducting exploratory analysis e.g., generating campaign target list, channel & content affinity, funnel analysis, customer journey, sales/prescription lift
- Excellent in creating PowerPoint presentation, story boarding, and presenting to senior stakeholders
- Experienced in data analytics and ETL tool – Python/R, MS Excel, DataIku/Alteryx
- Proven ability in handling concurrent projects with attention to detail and accuracy

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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Abteilung
Operations
Business Unit
CTS
Ort
Indien
Website
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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Accessibility and accommodation

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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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