

# Manager -Marketing Analytics

Job ID  
REQ-10018258  
nov 05, 2024  
Inde

## Résumé

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, Dataluku/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>

**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

Emplacement

Inde

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Commercialisation

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](mailto: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-10018258

## Manager -Marketing Analytics

[Apply to Job](#)

---

**Source URL:** <https://prod1.adacap.com/careers/career-search/job/details/req-10018258-manager-marketing-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/Manager--Marketing-Analytics\\_REQ-10018258-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Manager--Marketing-Analytics_REQ-10018258-1)
5. <mailto:diversityandincl.india@novartis.com>
6. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Hyderabad-Office/Manager--Marketing-Analytics\\_REQ-10018258-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Manager--Marketing-Analytics_REQ-10018258-1)