NOVARTIS

Tagging lead (Web and Campaign)

Job ID
REQ-10036010
jan 10, 2025
Irlande

Résumé

Job Description 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.

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
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Business Unit
Universal Hierarchy Node
Emplacement
Irlande
Site
Dublin (NOCC)
Company / Legal Entity
IE02 (FCRS = IE002) Novartis Ireland Ltd
Alternative Location 1
Hyderabad (Office), Inde

Alternative Location 2
INSURGENTES, Mexique
Functional Area
Commercialisation
Job Type
Full time
Employment Type
Regular
Shift Work
No
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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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