

Analytics Delivery Leader

Job ID
REQ-10031824
Dec 05, 2024
India

Summary

As Analytics Lead, provide strategic direction and technical leadership to ensure effective tagging implementations. Collaborate with key stakeholders across marketing, analytics, and IT to align tagging strategies with business objectives. Develop and drive the overall tagging strategy to support data-driven decision-making and marketing optimization. You will provide strategic direction, technical leadership, and mentorship to the team to ensure the highest standards of data accuracy and operational efficiency.

About the Role

Key Responsibilities

- Lead the design and development of a scalable and efficient web analytics infrastructure, integrating multiple data sources and technologies.
- Collaborate with business stakeholders and identify key business questions and objectives that web analytics should answer.
- Develop and implement web analytics strategies, frameworks, and best practices to ensure accurate data collection, analysis, and reporting.
- Define and document data governance policies and procedures to ensure data quality, security, and compliance with regulations.
- Architect and implement data collection processes using various web analytics tools, such as Google Analytics, Adobe Analytics platforms.
- Collaborate with IT teams to ensure seamless integration of web analytics solutions with existing systems, databases, and website content management systems.
- Conduct regular audits and assessments of web analytics implementations, identifying gaps, errors, and opportunities for improvement.
- Define and track key performance indicators (KPIs) and metrics to measure the success of digital marketing campaigns and website performance.
- Provide technical leadership and guidance to the analytics team, ensuring alignment with the overall digital strategy and business goals.
- Stay updated with emerging trends and advancements in web analytics and data architecture, recommending and implementing innovative solutions to enhance analytics capabilities.

Essential Requirements

- Proven experience (minimum 12- 15 years) in web analytics, data architecture, and technical leadership roles.
- Strong knowledge of web analytics methodologies, tools, and best practices, including expertise in Google Analytics or Adobe Analytics.
- Proficiency in data architecture, data modeling, and data warehousing concepts.
- Experience with tag management systems, such as Google Tag Manager or Tealium, and implementing custom event tracking and strong understanding of digital marketing channels, conversion tracking, A/B testing, and attribution modeling.
- Excellent problem-solving and analytical skills, with the ability to think strategically and provide data-driven insights.

Desired Requirement

- Experience in managing and mentoring a team of analytics professionals is preferred.
- Relevant certifications, such as Google Analytics Individual Qualification (IQ) or Adobe Analytics certifications, are a plus.

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

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

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Alternative Location 1

Dublin (NOCC), Ireland

Alternative Location 2

INSURGENTES, Mexico

Functional Area
Marketing
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 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-10031824

Analytics Delivery Leader

[Apply to Job](#)

Source URL: <https://prod1.id.novartis.com/careers/career-search/job/details/req-10031824-analytics-delivery-leader>

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/Analytics-Delivery-Leader_REQ-10031824-1
5. <mailto:diversityandincl.india@novartis.com>
6. https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Analytics-Delivery-Leader_REQ-10031824-1