# NOVARTIS

# Analyst - Digital Marketing

Job ID
REQ-10011450
Jun 17, 2024
India

## Summary

Digital Analytics Specialist role will be a part of the business analytics team who will be handling end to end campaign analysis, including landing page performance from the campaign. Subsequently, analyze data, prepare insightful reports and present the findings to campaign owners and teams. An apt candidate for this role would be someone with an in-depth understanding on social media metrics, website analytics, able to analyze large volume of data, generate important visualizations, and communicate takeaways to senior team members through power point reports and presentations. Additionally, you would be encouraged to bring in a consulting approach to address strategic business problems statements.

## About the Role

Key responsibilities

- Proactive communication with collaborators to capture campaign measurement objectives.
- Drive conversations on measurement and analysis perspectives to evolve as a trusted partner to stakeholders
- Build measurement framework(s) to define measurement methodology, identify measurement KPIs relevant to campaign goals
- Extract data/ metrics from social media ad platforms or Sprinklr, analyze extracted data, measure campaign performance, generate insights to facilitate decision making and present findings through powerful illustrations and visualizations
- Analyze data from Google Analytics to close campaign performance measurement loop
- Act as a consultant by connecting the dots – Connect inferences from various channels to depict a comprehensive measurement approach and analysis.
- Work with the broader team in collaborating across various channels and teams

Commitment to Diversity & Inclusion: :
Novartis is committed to building an outstanding, inclusive work environment and diverse team's representative of the patients and communities we serve.

Role Requirements :
Essential Requirements:

- 2+ years of Social Media Analytics experience is required in leading projects by proactively driving strategic conversations pertaining to campaign planning and analysis.
- Strong understanding on marketing funnel and closed-loop marketing approach.
- Exposure on website measurement and analytics – Google Analytics be familiar with metrics on Universal Analytics.

- Ability to translate thought processes into effective visualizations through presentations.
- Strong analytical reasoning abilities, intellectual curiosity, intuition for business, and creativity in problem solving
- Understand principles of Data management, Digital Analytics, Social Media Performance measurement, and Insights generation
- Proficient in analyzing complex data set for both planned and ad hoc analysis.
- Detail oriented and committed to producing high-quality work and delivering results
- Passion for customer service and relationship building and ability to collaborate in a constructive manner with others in a dynamic working environment
- Strong written and verbal communication skills as well as solid presentation skills, proven analytical and data driven mind-set

Desirable Requirements:
Basic/ Intermediate knowledge on other digital marketing channels such as Paid Search, SEO, Display Ads, Programmatic Ads would be an added advantage
Why Novartis? Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: https://www.novartis.com/about/strategy/people-and-culture
You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. https://www.novartis.com/careers/benefits-rewards
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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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## Analyst - Digital Marketing

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