

Manager, MarTech

Job ID
REQ-10012452
Sep 24, 2024
India

Summary

Provide support on various high complexity Marketing technology programs and products. Explore, evaluate, co-create, and implement innovative digital solutions in Marketing Automation and Customer Relationship Management domain. Facilitate data enabled decision making for by providing and communicating platform specific needs and functional implications of platform design and operations.

About the Role

Location: Hyderabad #Hybrid

Key Responsibilities:

- Utilize MarTech platforms (such as SFMC and SFDC) to enable business outcomes and maximize the efficient use of existing platform infrastructure for campaign operations.
- Advise brand teams on designing personalized omnichannel customer journeys, including customer segmentation, triggers, content, and cadence, using data analytics and consulting skills. Partner with brand teams in goal setting of each campaign.
- Use Marketing Cloud Personalization and other relevant platforms to achieve campaign objectives.
- Execute marketing automation campaigns by creating and managing workflows within Automation Studio, including email sends, audience segmentation, and decision splits.
- Utilize Data Cloud (CDP) and MCI (Dataroma) to analyze and leverage customer data for campaign targeting and personalization.
- Design and implement complex data models within SFMC to support advanced segmentation, personalization, and reporting needs.
- Possess fair understanding and provide guidance on leveraging SFMC's integrations with other systems to ensure seamless data flow and synchronization, working closely with IT and data teams.
- Collaborate with brand teams and provide recommendations on coding and customizing campaign creatives, including email templates, landing pages, and preference centers, and collaborate with Creative teams to develop content build using HTML, CSS, and React.js etc.
- Utilize SFMC modules like Journey Builder and Automation Studio for building and executing omnichannel campaigns, incorporating various channels such as email, SMS, push notifications, and social media.
- Leverage AMPScript to create dynamic content and complex personalization of customer communications within campaigns.
- Monitor and optimize campaign performance by tracking relevant KPIs, conducting A/B testing, and implementing continuous improvements.
- Stay updated with new SFMC features, releases, and industry trends related to campaign operations and

leverage them to enhance campaign performance.

- Support MarTech business-building initiatives, including knowledge sharing, on-boarding, training support, assisting team leads in business-related tasks/activities, and building process documentation and knowledge repositories.

Essential Requirements

- BTech / master's in technology or master's in business administration
- Overall 7+ years of experience in Campaign Operations, marketing automation, and Salesforce Marketing Cloud (SFMC).
- Proficiency in utilizing MarTech platforms such as Salesforce CRM (SFDC) and SFMC for campaign operations.
- Strong knowledge of data analytics and consulting skills to advise brand teams on personalized customer journeys.
- Hands-on experience SFMC modules, including Journey Builder, Automation Studio, and Email Studio, Mobile and Web studios, Social Studio. Preferred if any one of Marketing Automation Platforms with Basic Certifications (SFDC Admin, SFMC Email Specialist, SFMC Admin, VEEVA, Marketo, Adobe Experience Manager, Social)
- Hands-on experience with Data Cloud (CDP), MCP (Marketing cloud Personalization) MCI (Dataroma) for advanced campaign targeting and personalization.
- Experience coding campaign creatives, including email templates, landing pages, and preference centers, using HTML, CSS, and React.js.
- Proficiency in AMPScript for dynamic content and personalization within campaigns.
- Strong analytical skills and ability to monitor campaign performance, conduct A/B testing, and implement optimizations.
- Excellent communication and collaboration skills to work cross-functionally and support MarTech initiatives.

Desired Requirements

- Familiarity with process set-up, quality critical metrics and operational issues / management
- Understanding of Data platforms and its interface with MarTech platforms including future evolutions in Data landscapes.
- Good understanding of pharmaceutical commercial data landscape and commercial processes.

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Division

Operations

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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