

# Manager, Campaign Solution Architect (SFMC)

Job ID

REQ-10055160

Jun 19, 2025

India

## Summary

The Manager, Campaign Solution Architect is responsible for architecting new solutions within Marketing Cloud. The Solution Architect will gather all requirements, design the solution, and coordinate the build and QA of the solution

The Technical Architect is responsible for recommending solutions within Marketing Cloud. The Technical Architect will work with Novartis Technical teams to build the solution per the agreed upon blueprint/requirements including any out of the box configuration, custom code (e.g., AMPScript, JSON, etc) and will serve as the general technical expert on the platform.

## About the Role

**Location – Hyderabad #LI Hybrid**

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### Key Responsibilities:

- Conducts requirements gathering, blueprinting, and work with Novartis Technical teams to delivery of solutions and technologies to meet Customer's business goals and requirements.
- Create and update solution blueprint documentation
- Enhance overall solution design, data analysis, workflow, and reporting
- Support Customer with end-to-end testing of Cloud Page submissions or APIs from Customer hosted web forms e.g., Lead Gen/Enrollment pages
- Collaborate with Novartis Technical teams for any identified integration or platform implementation needs
- Work with Novartis Technical teams to build, test, and deliver the technical solution(s) identified in the Program Roadmap
- Work with Novartis Technical teams to develop custom features and other capabilities with Marketing Cloud Services and execute other technical projects as needed to align with the Program Roadmap
- Create automated campaigns
- Complete ad-hoc technical development and recommendations

- Support Customer with end-to-end testing of Cloud Page submissions or APIs from Customer hosted web forms e.g., Lead Gen/Enrollment pages
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### **Essential Requirements:**

- BTech / Masters in Technology or Masters in Business Administration.
- Overall, 05 to 10+ years of hands-on experience in Salesforce Marketing Cloud Services
- Salesforce Marketing Cloud Certifications (e.g., Marketing Cloud Developer, Marketing Cloud Consultant) are required
- Proficient in AMPScript, JSON, and Marketing Cloud components (Email Studio, Journey Builder, Automation Studio, Cloud Pages, Data Extensions).
- Skilled in building and delivering Marketing Cloud solutions and translating business requirements into technical solutions.
- Effective teamwork with cross-functional teams.
- Strong diagnosis and technical issue resolution abilities.
- Excellent verbal and written communication skills, with the ability to explain technical details to non-technical stakeholders.
- Familiarity with GDPR and other data protection regulations.
- Experience in the pharmaceutical or healthcare industry and familiarity with other Salesforce products.
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage

### **Commitment to Diversity and Inclusion:**

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

### **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.

**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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**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

US

Business Unit

Universal Hierarchy Node

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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4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Hyderabad-Office/Manager--Campaign-Solution-Architect--SFMC-\\_REQ-10055160](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Manager--Campaign-Solution-Architect--SFMC-_REQ-10055160)
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