

Team Lead, Campaign Operations (SFMC)

Job ID

REQ-10055162

Jun 19, 2025

India

Summary

- Explore, develop, implement and evaluate Digital innovation solutions that address customer needs. Co-create with key stakeholders to build partnerships and collaborations -Leads the delivery of multiple projects across a variety of creative and marketing channels, including print and digital media. Develop and coordinate project plans across the design, development and production stages of a project to support the successful delivery within set KPI's. -Works in collaboration with brand teams, technical teams and all functions to maximize value. -Provides consultancy, advice and assistance on strategy for commercialization of products, and influence marketing/Marketing Sales Operation team on decision making on Sales Force resource allocation in most optimal ways, through delivery of proven analytics based projects. -Provide analytics support to Novartis internal customers

About the Role

Location – Hyderabad #LI Hybrid

About the Role:

Explore, develop, implement and evaluate Digital innovation solutions that address customer needs. Co-create with key stakeholders to build partnerships and collaborations -Leads the delivery of multiple projects across a variety of creative and marketing channels, including print and digital media. Develop and coordinate project plans across the design, development and production stages of a project to support the successful delivery within set KPI's. -Works in collaboration with brand teams, technical teams and all functions to maximize value. -Provides consultancy, advice and assistance on strategy for commercialization of products, and influence marketing/Marketing Sales Operation team on decision making on Sales Force resource allocation in most optimal ways, through delivery of proven analytics based projects. -Provide analytics support to Novartis internal customers

Key Responsibilities:

- Manage day to day operations in adherence with agreed quality and compliance for SFMC Campaign operations
- Work on capacity planning against the demand for the month in collaboration with Delivery leader.
- Running Key meetings such as daily stand up across locations and ensuring the projects are delivered within the agreed timeframe.
- Tracking project performance and Providing inputs into improvements across processes as well all roles in collaboration with Delivery leader.
- Supporting governance, reporting, and issue management for campaign operations in collaboration with Delivery leader.

- Ensuring resource & project allocation on a day-to-day basis across locations depending on the demand intake.
- Schedule one to one sessions on a regular basis and input into individual development plans
- Work with team on achieving objectives, maintain and track KPIs
- Should have strong problem-solving abilities, Guide and Coach team to effectively perform the technical tasks.
- Manage vendor partner deliverables as per the SOW.

Essential Requirements:

- Bachelor's degree in engineering, or related fields.
- Minimum 10+ years of experience.
- Strong knowledge of product and project management methodologies and frameworks.
- Exceptional communication and interpersonal skills for effective collaboration.
- Analytical mindset to leverage data and prioritize initiatives.
- Success in managing multiple projects simultaneously.
- Certifications on SFMC and Salesforce CRM are must have.
- Certifications such as PMP (Project Management Professional), PRINCE2 (Projects IN Controlled Environments), or Agile certifications (Scrum Master, SAFe) are often preferred.
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage
- Prior experience in managing SFMC operations teams and or processes will be preferred.

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 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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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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