

Campaign Project Manager, SFMC

Job ID
REQ-10055164
Jun 19, 2025
India

Summary

A Campaign Project Manager with strong SFMC experience and technical background who owns the end-to-end internal production activities, ensures adherence to planned schedules and flags any risk to Campaign Manager for further alignment with brand teams and AoRs.

About the Role

Location – Hyderabad #LI Hybrid

About the Role:

A Campaign Project Manager with strong SFMC experience and technical background who owns the end-to-end internal production activities, ensures adherence to planned schedules and flags any risk to Campaign Manager for further alignment with brand teams and AoRs.

Key Responsibilities:

- Planning, assigning tasks and directing team for execution as per planned queue.
- Understanding and explaining risks & issues and maintaining related records
- Reviewing functional / creative briefs based on an understanding of what is technically possible for a specific build
- Working with cross functional teams to ensure all necessary inputs required for production are available on time.
- Reviewing the tasks and confirm timeline feasibility, identify opportunities within existing queue to overcome any delays.
- Share critical dependencies impacting timelines and required extensions from stakeholders.

Essential Requirements:

- BTech / Masters in Technology or Masters in Business Administration.
- 7-8 years of proven experience in managing Digital/technology focused projects or driving key initiatives within the digital marketing specifically for Content management Systems.
- Good experience in managing delivery of projects across complex matrix & global environments .
- Digital experience/knowledge is a must.
- A Project Manager with strong Technical background is mandatory
- Proven SFMC experience managing projects and having strong functional knowledge of the tools
- Strong Communication and collaboration skills
- Supports collaboration and has good teamwork skills
- Pro-active in handling complex situations & problems

- Must have attention to detail
- 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 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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<https://talentnetwork.novartis.com/network>

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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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