

# Manager, Web Operations

Job ID  
REQ-10055165  
Jun 19, 2025  
India

## Summary

Within Marketing Operations, the Web Centralized Design and Authoring team is responsible for centralizing and delivering web services to our brands. The Business Analyst will support the execution of web projects within various CMS platforms (Drupal, Nutanix, Adobe Experience Manager). The Business Analyst will gather business needs from Web Delivery Manager and translate those requirements into the features available in the WCDA realm.

## About the Role

**Location – Hyderabad #LI Hybrid**

### About the Role:

Within Marketing Operations, the Web Centralized Design and Authoring team is responsible for centralizing and delivering web services to our brands. The Business Analyst will support the execution of web projects within various CMS platforms (Drupal, Nutanix, Adobe Experience Manager). The Business Analyst will gather business needs from Web Delivery Manager and translate those requirements into the features available in the WCDA realm.

### Key Responsibilities:

- Proficiency in CMS platforms such as Drupal, Adobe Experience Manager, and Nutanix
- Author, edit, and organize content within CMS platforms.
- Organize and coordinate the content author teams to incorporate forms, integrating with SFMC/Databases, SEO requirements, layout requirements, among other features required by marketing team
- Coordinate with IT, site provision and domain definition
- Coordinate with CX, domain definition and records/info needed for internal registration
- Provide insight to content authors and designers to execute their tasks without causing any delay
- Review intake forms and provide feedback to ensure alignment with business needs
- Work closely with the POD Lead to share backlog requests of new features, and communicate bugs to the Product Team promptly
- Keep constant communication with Designers and Content Authors about new features, and provide insights about technical limitations
- Assist and support Content Authors and Designers in scoping and managing timelines and processes
- Highlight potential risks proactively, indicating possible scenarios to mitigate the risk
- Comply with recognized standards, practices, and regulatory requirements.

### Essential Requirements:

- Bachelor's degree in web development, computer science, marketing, or related fields. Minimum 10+ years of experience.
- Approximately 4-5 years' experience in advertising agencies
- Strong experience in web development and content management
- Strong experience working with CMS platforms such as Drupal, Adobe Experience Manager, or similar platforms
- Knowledge of website hosting structure, SEO, SERM, SEO schema, website design, SFMC integration, embedded content.
- Knowledge in HTML, CSS, and JavaScript.
- Knowledge in content authoring, editing, and organizing skills within CMS platforms.
- Ability to manage concurrent projects and deliver work from concept through completion.
- Excellent problem-solving skills and active listening skills.
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage

#### **Desired Requirements:**

- Advanced degree in a relevant area is a plus.
- Training in Project Management is a plus

#### **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:**

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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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