

Channel Governance Manager

Job ID

REQ-10055167

Jul 01, 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:

Accountable to optimize roadmap prioritization based on operational data, including level of effort/impact, value story design & analysis, use case / user story articulation, requirements gathering, JIRA documentation, process documentation, testing administration, navigate governance requirements, and maintaining the repository of project / gate administration.

Key Responsibilities:

- Synthesize internal operational performance, compliance, user experience data to identify vulnerabilities and inefficiencies that lead to process improvement.
- Ensure definition of done, user acceptance criteria, and articulation of value are clear in JIRA
- Report out on project KPIs / OKRs, ensuring optimal adoption and awareness during Channel Enablement & Optimization ceremonies/meetings
- Manage logistics for end user testing of new processes and capabilities, ensuring endorsed methodology is aligned early and applied throughout process
- Maintain detailed documentation including data dictionary, reports, analyses, to prove hypotheses and publish results over time.
- Prepare reports and align multiple data sources to uncover obvious and non-obvious opportunities for process improvement.
- Utilize organizational resources, including internal databases, DAM, external data sources, and industry trends to generate insights fit for our governance, automation, and optimization purposes.
- Visualize data in multiple formats using internal tools, including PowerBI.

- Enable operational data democratization and accountability by delivering appropriate controls, access management, and dashboard publishing
- Partners with PEC, CA&PE Strategy, CAST, and MODE to present balanced recommendations

Essential Requirements:

- 4-year degree (BA/BS)
- 4+ years' experience working with technology partners to articulate requirements to build and connect to APIs.
- Experience working with, troubleshooting, and optimizing large data sets and large language models.
- Experience using Microsoft tools, including Power Automate to build and deploy dashboards and workflows
- Expert level data analyst with hands-on experience using PowerBI, Excel, and Python to generate reports
- 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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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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