

Technical Producer

Job ID
REQ-10044273

5月 05, 2025

India

摘要

The Technical Producer is accountable for ensuring all emails are developed as per SF standards and as per the FUSE verified PDF. Contributes towards email development best practices, design guidelines and creation and maintenance of re-usable email component libraries.

About the Role

Your responsibilities include but not limited to:

- Reviews the handed off working files, personalization metadata to confirm technical feasibility for email development.
- Develops email assets as per the provided working files and FUSE verified PDFs.
Responsible for ensuring SFMC email standards and compatibility with in-scope email clients.
- Create HTML paste emails using HTML and inline CSS

- Accountable for QA of developed email assets.
- Follows existing best practices & set standards, and suggests improvements as observed.
- Leverage SFDC tools and scripting languages to deliver highly dynamic and personalized content
- Assist with the execution of sophisticated email campaign sends. Collaborates with SA / TA to resolve email related technical issues during litmus / segmentation proofing for complex email assets.
- Creates and updates content builder blocks or HTML library for frequently used email components.

Essential Requirements:

- 4+ years ' experience working in email marketing content build process with leading digital marketing platforms.
- Very good knowledge and practical experience of SFMC.
- SFMC Email Specialist / Developer Certification is a must.
- Proficient knowledge in HTML, HTML5, CSS3, Java Script, Responsive and jQuery Plugins.
- Proficient in trouble shooting Cross-browser, Cross device, and OS compatibility issues.
- Excellent exposure on Adobe Creative Cloud Suite (Photoshop, XD, InDesign, and Dreamweaver) and other design software e.g. Figma. Must have.
- Knowledge in other campaign mailer platforms such as Marketo, Eloqua, Poppulo, and Adobe Campaign is a plus.
- Excellent written and Oral communication skills.

Desirable Requirement:

- Good to have node.js, react.js, and angular
- Good to have PHP, MySQL, and XAMPP server.
- Good to have Pharma industry and Captive Production experience.

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部门
US

Business Unit
Universal Hierarchy Node

地点
India

站点
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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