

Tagging Manager

Job ID
REQ-10051952

7月 31, 2025

India

摘要

Looking for an experienced and highly skilled Web Tagging Expert specializing in Google web tagging technologies. The ideal candidate will have in-depth knowledge of Google Tag Manager, Google Analytics, and Google Ads conversion tracking. The Web Tagging Expert will be responsible for implementing, managing, and optimizing all tagging setups to ensure accurate data collection and actionable insights for our digital marketing efforts across all platforms

About the Role

Key Responsibilities:

- Work closely with the analytics and marketing teams to provide insights derived from web tagging.
- Work on Web tagging implementation

- Implement and manage web analytics tools such as Google Analytics, Adobe Analytics, and other relevant platforms.
- Develop and maintain a robust tagging strategy using tools like Google Tag Manager, Adobe Launch, or Tealium.
- Ensure the precise setup and configuration of analytics to capture essential data points.
- Utilize advanced analytics techniques such as attribution modeling, predictive analytics, and customer lifetime value analysis.
- Design and execute A/B and multivariate testing to optimize website elements and marketing campaigns.
- Stay current with the latest trends, tools, and techniques in digital analytics and data science.

Essential Requirement:

- Minimum of 5 - 8 years of experience in web analytics and web tagging implementation, with a focus on large-scale or enterprise-level websites.
- Strong expertise in implementing tagging using tag management systems (TMS) like Google Tag Manager or Tealium.
- Proficient in JavaScript, HTML, CSS, and other web technologies.
- Familiarity with web analytics tools such as Google Analytics, Adobe Analytics, or similar platforms.
- Excellent analytical and problem-solving skills, with keen attention to detail.
- Strong communication and collaboration skills to work effectively with cross-functional teams.
- Demonstrated ability to conduct code audits, testing, and data validation to ensure data accuracy and quality.

Desired Requirement :

- Google Analytics / GTM certification preferred
 - Data Analytics certification preferred
-

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:
<https://talentnetwork.novartis.com/network>

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>

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

[Apply to Job](#)

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.

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.



Job ID
REQ-10051952

Tagging Manager

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10051952-tagging-manager>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Tagging-ManagerREQ-10051952>
5. <mailto:diversityandincl.india@novartis.com>
6. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Tagging-ManagerREQ-10051952>