

Team Lead, Campaign Operations (SFMC)

Job ID
REQ-10055162

6月 19, 2025

India

摘要

- 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:

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

Key Responsibilities:

- Manage day to day operations in adherence with agreed quality and compliance for SFMC Campaign operations
- Work on capacity planning against the demand for the month in collaboration with Delivery leader.
- Running Key meetings such as daily stand up across locations and ensuring the projects are delivered within the agreed timeframe.
- Tracking project performance and Providing inputs into improvements across processes as well all roles in collaboration with Delivery leader.
- Supporting governance, reporting, and issue management for campaign operations in collaboration with Delivery leader.
- Ensuring resource & project allocation on a day-to-day basis across locations depending on the demand intake.
- Schedule one to one sessions on a regular basis and input into individual development plans
- Work with team on achieving objectives, maintain and track KPIs
- Should have strong problem-solving abilities, Guide and Coach team to effectively perform the technical tasks.
- Manage vendor partner deliverables as per the SOW.

Essential Requirements:

- Bachelor's degree in engineering, or related fields.
- Minimum 10+ years of experience.
- Strong knowledge of product and project management methodologies and frameworks.
- Exceptional communication and interpersonal skills for effective collaboration.
- Analytical mindset to leverage data and prioritize initiatives.
- Success in managing multiple projects simultaneously.
- Certifications on SFMC and Salesforce CRM are must have.
- Certifications such as PMP (Project Management Professional), PRINCE2 (Projects IN Controlled Environments), or Agile certifications (Scrum Master, SAFe) are often preferred.
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage
- Prior experience in managing SFMC operations teams and or processes will be preferred.

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>

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-10055162

Team Lead, Campaign Operations (SFMC)

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10055162-team-lead-campaign-operations-sfmc>

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/Team-Lead--Campaign-Operations--SFMC-REQ-10055162>
5. <mailto:diversityandincl.india@novartis.com>

6. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Team-Lead--Campaign-Operations--SFMC-REQ-10055162>