Manager, Digital Analytics

Job ID
REQ-10055820

8   16, 2025

India

Digital Analytics Manager, Digital Analytics will support the generation of insights for the IDS LT and GM teams. The role's primary goal will be to optimize our digital presence and drive data-driven decision-making across all digital channels. This role requires a deep understanding of digital analytics tools, methodologies, and best practices, providing strategic direction of our marketing campaigns and preparation of key deliverables according to project needs, ensuring timely completion and quality under the guidance of experienced team members (D/AD, SM).

The role requires candidate to have strong business acumen, analytical capability and strategic context to understand the ask, identify exploration avenues within data landscape and arrive at insights and recommendations to drive business impact.

About the Role

Key Responsibilities

- Stakeholder management and work with cross-functional teams to understand business challenges, consult and provide data-driven solutions
- Drive discussions with Brand, Marketing, and CXPO teams to assess and identify data points, understand user-journeys for HCPs and Patients, and cross-channel campaign performance insights for Experience Optimization Rooms
- Understand Lead-generation methods for Novartis and be able to evaluate channel contributions for the same
- Lead processes of designing and implementing key performance indicators and metrics, as well as in the tracking and analysis of these parameters to measure success and identify areas for improvements
- Lead creation of actionable data-driven goals and benchmarks across Digital Media for performance evaluation and improvements, eg: HQE and Website Performance Benchmarks
- Work as a functional SME to create opportunities for process improvement, drive automation and build knowledge working with engagement lead
- Advanced knowledge of Digital Marketing touchpoints like Social Media Marketing, Display/Programmatic Banners, Email Analytics, Website/Microsite Analytics, SEM, SEO, Cross-channel analytics, etc.
- Being able to create powerful storylines that drive business impact with key takeaways, concise visualizations and robust recommendations, creative storytelling is good to have
- Use data analytics to derive an understanding of customer behaviour, apply segmentation and predictive methods to improve marketing effectiveness
- Knowledge of SQL is essential for querying and manipulating data from databases
- Expertise in multi-channel analytics understand reporting systems like Salesforce MCI to track KPIs digital marketing datasets
- Create visualizations of data through reports and dashboards to articulate data patterns and trends effectively. Presentation skills and storyboarding is a must
- Pharma digital marketing landscape knowledge is recommended

Minimum Requirement

- Strong analytical thinking with problem solving approach
- 5 years of experience processing and analysing marketing data, pharma datasets, digital marketing data, and other relevant datasets
- Expertise in SQL, DataIKU and/or other data processing tool. Knowledge of Statistical modeling or ML is a plus
- Experience working with MS Excel, Access, PowerPoint, SQL
- Experience on programming tools such as R, Python is desirable
- Experience on datasets such as APLD, Partner Data, Broad Media, etc. is desirable
- Experience in working in a matrix and geographically dispersed environment
- Ability to engage stakeholders and influence strategic decision-making

Desired Requirement

- Graduate degree in an analytical field/Life Sciences/Pharmacy/Medicine/Science & Technology is minimum
- A specialization in Data Science is desirable
- Fluency in English is a pre-requisite

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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US

Business Unit
Universal Hierarchy Node

India

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

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