

Senior Analyst, Campaign Deployment

Job ID
REQ-10056197

7月 10, 2025

India

摘要

Responsible for the entire email campaign deployment process including subscriber segmentation, test sends, preparing the final subscriber list, and scheduling the deployment. Reviews emails to ensure accurate coding, appropriate audience targeting, and alignment with campaign goals as outlined in the CRF. This meticulous approach ensures effective and targeted email marketing campaigns.

About the Role

Location - Hyderabad #LI Hybrid

Key Responsibilities:

- Supports the Customer in deploying email campaigns and related landing pages.

- Manages subscriber data imports, segmentation, and preparing Proof Data Extensions. Build ad hoc journeys, configure deployment schedules.
- Validate segmentation and provide MAP audit samples for approval. In deployment setup, ensure accurate DE configurations, confirm counts with validation reports from MDS team, and monitor both post-deployment and ongoing sends, troubleshooting with the CEP team as needed.
- Ensures accurate ingestion of content and metadata matrices, whether manually or through Auto-matrix (Automated processes).
- Collaborate with QA Specialists to review and validate the quality and success of email campaigns.
- Co-ordinates with various teams across various time zones.

Essential Requirements:

- Overall, 3-5 years of hands-on experience in SFMC Campaign Operations with Email Specialist certification required.
- Understanding of data platforms and their interface with MarTech platforms, including future evolutions in data landscapes
- Knowledge of omni-channel customer journeys, with proficiency in segmentation, Data Extensions configuration, QA, and a strong understanding AMPscript, and modules like Automation Studio, Journey Builder, Contact Builder, SMS.
- Good knowledge of Customer Data Platforms (CDP) and Marketing Cloud Intelligence (MCI) along with Salesforce Marketing Cloud for better data management and advanced analytics.
- Understanding the complexity of integrated working in a matrix and geographically dispersed environment.
- Good understanding of the pharmaceutical commercial data landscape and commercial processes.
- SFMC Email Specialist certification is a mandate.

Desired Requirements:

- Web Studio with HTML, CSS, JavaScript.
- Additional certifications like Admin or Developer are a plus.

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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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