

Manager, Salesforce Technical Architect

Job ID
REQ-10058339

9月 12, 2025

India

摘要

The Salesforce Technical Architect designs and supports business solution implementations, specializing in Salesforce Marketing Cloud Engagement. This role involves understanding business needs, translating them into aligned solutions, and ensuring seamless end-to-end implementation. Working closely with stakeholders and delivery teams, the Salesforce Technical Architect optimizes campaign operations, resolves technical and data concerns, and guides projects through successful execution. They serve as a trusted advisor, leveraging technical and strategic expertise to deliver scalable solutions that meet business objectives.

About the Role

Location - Hyderabad #LI Hybrid

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The Salesforce Technical Architect designs and supports business solution implementations, specializing in Salesforce Marketing Cloud Engagement. This role involves understanding business needs, translating them into aligned solutions, and ensuring seamless end-to-end implementation. Working closely with stakeholders and delivery teams, the Salesforce Technical Architect optimizes campaign operations, resolves technical and data concerns, and guides projects through successful execution. They serve as a trusted advisor, leveraging technical and strategic expertise to deliver scalable solutions that meet business objectives.

Key Responsibilities:

- Collaborate with stakeholders, functional teams, product teams, and technical experts to define campaign requirements, ensuring solutions align with business objectives and industry best practices.
- Design scalable, secure, and compliant Marketing Cloud solutions that deliver high performance and reliability across enterprise systems.
- Support implementations of new capabilities and features effectively.
- Lead workshops to drive functional and technical clarity, guiding teams on solution design, testing, and deployment processes.
- Facilitate the deployment and optimization of multi-channel campaigns—Email, Web, SMS—ensuring operational efficiency and attention to detail.
- Handle real-time triggered journeys, automation workflows, and complex queries to support seamless data integration into campaigns.
- Identify, manage, and resolve risk areas in solutions, ensuring issues are addressed proactively and thoroughly.
- Act as a trusted advisor for brand teams to shape campaign optimizations aligned with organizational goals.
- Collaborate with technical teams on integration needs, debug issues, and ensure smooth post-deployment operations for delivery teams.
- Support Data Cloud implementation for segmentation and deliverability optimization, while mentoring teams in best practices and technical execution.

Essential Requirements:

- BTech / Masters in Technology or Masters in Business Administration.
- More than 8 years of hands-on experience in Salesforce Marketing Cloud Operations
- Active Salesforce certifications (e.g., Marketing Cloud Admin, Marketing Cloud Consultant) are required.
- Proven experience architecting enterprise-level SFMC solutions, with strong expertise in Salesforce Marketing Cloud (SFMC) and Journey Builder.
- Understanding of systems architecture and ability to design scalable, performance-driven solutions.
- Beneficial to have a good level of understanding of the Salesforce product suite.
- Ability to lead customer expectations and negotiate solutions to sophisticated problems with both customers and product teams.
- Strong diagnosis and technical issue resolution abilities.
- Excellent verbal and written communication skills, with the ability to explain technical details to non-technical stakeholders.
- Creative, out-of-the-box thinking.
- Familiarity with GDPR and other data protection regulations.

- Experience in the pharmaceutical or healthcare industry and familiarity with other Salesforce products.
- Ability to work closely with Delivery Managers, other Salesforce Technical Architects, and brand teams to architect solutions that meet business needs.
- Adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage.

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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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