

Quality Specialist, SFMC

Job ID
REQ-10058592

8月 01, 2025

India

摘要

Provide analytics support to Novartis brands for SFMC Quality analytics
Support and facilitate data enabled decision making for Novartis internal customers by providing and communicating qualitative and quantitative analytics. Support GBS -GCO business in building practice by involving in various initiatives like knowledge sharing, on-boarding and training support, support team lead in all business related tasks / activities, building process documentation and knowledge repositories . To be an integral part of a comprehensive design team responsible for designing promotional marketing materials.

About the Role

Location - Hyderabad #LI Hybrid

About the Role:

The Execution QA comprehensively reviews rendering quality, Metadata, Content Matrices accuracy with the email build, Subscriber segmentation, Journey configurations, and deployment accuracies. Calls out and communicates all inconsistencies to Campaign Managers and Deployment teams.

Key Responsibilities:

- Collaborate with the customer to understand key campaign parameters such as subscriber audience, program frequency, degree of personalization, and overall creative approach.
- Develop appropriate, campaign 's execution-specific testing approaches.
- Perform Segmentation and Deployment QA.
- Review the overall email build, and deployment processes to ensure optimal quality. -
- Oversee subscriber data import and segmentation for dynamic content and personalization.
- Configure deployment settings, including subject lines, audience selection, and scheduling settings.
- Ensure continuous updating of QA documentation, automated tools, and other resources

Essential Requirements:

- Overall, 3+ years of hands-on experience in Quality Assurance (QA), especially within SFMC Campaigns with Email Specialist certification required.
- Strong understanding in segmentation, Data Extensions configuration, AMPscript, and modules like Automation Studio, Journey Builder, Contact Builder, SMS, and Web Studio with HTML, CSS, JavaScript.
- Proficiency in testing tools such as Litmus or Email on Acid for email rendering.
- Good knowledge of SQL or other query languages for data validation and segmentation.
- Strong problem-solving and analytical skills.
- Excellent communication and collaboration skills.
- Ability to work under tight deadlines and manage multiple projects simultaneously.
- Familiarity with GDPR and other data protection regulations.
- Proficiency in marketing automation tools and analytics platforms.
- Understanding the complexity of integrated working in a matrix and geographically dispersed environment.
- Good understanding of the pharmaceutical commercial data landscape and commercial processes.
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage
- BTech / Masters in Technology or Masters in Business Administration.

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>

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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

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