

Quality Specialist, SFMC

Job ID
REQ-10062770

9月 24, 2025

India

摘要

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.

About the Role

Location - Hyderabad #LI Hybrid

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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.

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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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