

## Associate Director, Web Analytics

Job ID  
REQ-10065816

6月 22, 2026

Ireland

Available in: English

### 摘要

We are looking for a highly knowledgeable and experienced Web Analytics Subject Matter Expert with deep expertise in Google Analytics 4 (GA4), Google BigQuery (GBQ), and Google Cloud Platform (GCP). As the Associate Director, Web Analytics and the SME, you will provide strategic guidance and technical leadership in the design, implementation, and optimization of analytics solutions. A key focus of this role is owning and managing the integrations between GA4, GBQ, and GCP, enabling scalable data pipelines, advanced reporting, and actionable insights across the organisation.

You will also play a pivotal role in leading discussions with business teams to showcase the value of GBQ and GCP, and to demonstrate the measurable impact of analytics initiatives on business outcomes.

## About the Role

### Key Responsibilities

#### Technical Expertise and Consultation

- Serve as the primary expert on GA4, GBQ, and GCP for analytics, data management, and integrations.
- Provide technical consultation and strategic direction for analytics implementations, ensuring scalability and compliance with governance standards.
- Translate business objectives into robust analytics frameworks and data integration strategies.

#### Data Integration & Management

- Own the setup, governance, and optimization of integrations between GA4, GBQ, and GCP.
- Design and implement scalable data pipelines and automated workflows for analytics data collection and reporting.
- Partner with analytics, marketing, and engineering teams to enable advanced reporting, predictive modeling, and activation through GA4-GBQ-GCP integrations including other enterprise data cloud and data lakes.

#### Business Engagement & Value Demonstration

- Lead discussions with business teams to showcase the value of GBQ and GCP analytics solutions.
- Highlight the business impact of analytics initiatives through storytelling, measurable KPIs, and case studies.
- Influence stakeholders by demonstrating how GA4-GBQ-GCP integrations drive efficiency, better decision-making, and ROI.

#### Analytics Implementation and Optimization

- Oversee GA4 configuration and maintenance, including event tracking, custom dimensions/metrics, and enhanced eCommerce.
- Ensure seamless data flow from GA4 into GBQ for advanced analytics and reporting use cases.
- Provide strategic input into digital marketing measurement (Google Ads, attribution, campaign analytics).

#### Data Layer & Tagging (Secondary Scope)

- Guide and review data layer designs to ensure completeness and scalability.
- Provide oversight for GTM and other tagging systems where required, while keeping focus on integration with analytics and cloud platforms.

#### Quality Assurance & Reporting

- Define data quality frameworks and oversee validation processes to ensure accuracy across

GA4, GBQ, and GCP datasets.

- Support teams in building advanced dashboards and reports using Looker Studio, GA4, and BigQuery, aligned to business KPIs.

## Qualifications

- Degree qualified in a relevant business or Technical area.
- Extensive experience in web analytics and cloud-based data integration.
- Deep expertise in GA4, GBQ, and GCP, with proven experience in setting up and managing integrations across these platforms.
- Strong background in data architecture, data modeling, and warehousing concepts.
- Hands-on experience with analytics implementations; exposure to GTM and data layer design is desirable but secondary.
- Experience in leading stakeholder discussions, influencing business decisions, and showcasing the value of analytics solutions.

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

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

Primary location salary range  
€ 83,800.50 - € 155,629.50

部门  
US

Business Unit  
Marketing

地点  
Ireland

站点  
Dublin (NOCC)

Company / Legal Entity  
IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a47e403017c1792386114", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", // Default:
bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
```

```
(kPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};  
config.plugins.googleTagManager.customEventsTracking = {};  
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';  
config.plugins.googleTagManager.customEventsTracking.custom = [];  
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:  
false, playlistEvents: false, castEvents: false } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.  
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =  
thumbnailEmbed({config, mediaInfo: {entryId: "1dgvmafo"}}); // thumbnailEmbed() returns a  
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to  
capture the player directly. thumbEmbedPromise .then(function(player) {  
window.kalturaPlayerVideos.push(player); // Notify kaltura_dataLayer.js that a new player is ready so  
it can // attach custom event listeners immediately, regardless of when // the user clicked the  
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {  
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {  
console.error(e.message) }
```

Job ID  
REQ-10065816

Associate Director, Web Analytics

[Apply to Job](#)



Job ID  
REQ-10065816

Associate Director, Web Analytics

[Apply to Job](#)

---

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10065816-associate-director-web-analytics>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/sites/novartis.com/files/novartis-life-handbook.pdf>
3. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Dublin-NOCC/Associate-Director--Web-AnalyticsREQ-10065816>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Dublin-NOCC/Associate-Director--Web-AnalyticsREQ-10065816>