

Senior Analyst, Campaign Deployment

Job ID
REQ-10066245

11月 05, 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

About the Role:

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..

Key Responsibilities:

- Supports the Customer in deploying email campaigns and related landing pages.
- Manages subscriber data imports, segmentation, and preparing Proof Data Extensions.
- Build journeys and 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:

- BTech / Masters in Technology or Masters in Business Administration.
- Overall, 5+ years of hands-on experience in SFMC Campaign Operations with Email Specialist certification required. Additional certifications like Admin or Developer are a plus
- Understanding of data platforms and their interface with SF 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 AMP script, and modules like Automation Studio, Journey Builder, Contact Builder, SMS, and Web Studio with HTML, CSS, JavaScript.
- Good knowledge of Customer Data Platforms (CDP) and Marketing Cloud Intelligence (MCI) along with Salesforce Marketing Cloud for better data management and advanced analytics.
- Strong problem-solving, 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

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

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

Alternative Location 1
Telangana, India

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

[Apply to Job](#)

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.

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



Job ID
REQ-10066245

Senior Analyst, Campaign Deployment

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10066245-senior-analyst-campaign-deployment>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Senior-Analyst--Campaign-DeploymentREQ-10066245>
5. <mailto:diversityandincl.india@novartis.com>
6. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Senior-Analyst--Campaign-DeploymentREQ-10066245>