

Associate Director - Analytics Delivery Lead

Job ID
REQ-10072391

2月 27, 2026

Ireland

摘要

At Novartis, data and digital innovation are at the heart of how we engage customers, optimize experiences, and make better decisions for patients. We are seeking a highly skilled and experienced Digital Web Analytics Delivery Lead to provide strategic direction and technical leadership across our digital analytics and tagging ecosystem.

In this role, you will own the end to end web analytics and tagging strategy, ensuring accurate, compliant, and scalable data collection across Novartis digital platforms. You will collaborate closely with stakeholders across Marketing, Analytics, and IT to align analytics capabilities with business objectives, enabling data driven decision making and marketing optimization at scale.

As a leader in the team, you will set standards, mentor teams, and drive best practices to ensure the highest levels of data quality, governance, and operational excellence.

About the Role

Major accountabilities:

- Lead the design, development, and evolution of a scalable web analytics infrastructure, integrating multiple data sources, platforms, and technologies.
- Partner with business stakeholders to define key business questions and objectives that web analytics should address.
- Develop and implement web analytics strategies, frameworks, and best practices to ensure accurate, consistent data collection, analysis, and reporting.
- Architect and implement data collection and tagging solutions using leading web analytics platforms such as Google Analytics and Adobe Analytics.
- Define, document, and enforce data governance policies and procedures, ensuring data quality, security, privacy, and regulatory compliance.
- Collaborate closely with IT and digital delivery teams to ensure seamless integration of analytics solutions with websites, CMS platforms, databases, and enterprise systems.
- Stay current with emerging trends and innovations in web analytics, data architecture, and digital measurement, recommending and implementing improvements where appropriate.
- Ensure all tagging and analytics practices comply with data privacy regulations (e.g., GDPR) and Novartis policies.
- Establish and maintain governance standards for tagging and measurement to maintain consistency and data integrity across digital properties.

Qualifications

- 8-10 years of proven experience in web analytics, data architecture, and technical leadership roles.
- Deep expertise in web analytics methodologies, tools, and best practices, with strong hands-on experience in Google Analytics and/or Adobe Analytics.
- Strong understanding of data architecture, data modeling, and data warehousing concepts.
- Extensive experience with tag management systems (e.g., Google Tag Manager, Tealium), including custom event tracking implementations.
- Solid knowledge of digital marketing measurement, including conversion tracking, A/B testing, and attribution modeling.
- Excellent analytical and problem-solving skills, with the ability to think strategically and translate data into actionable insights.
- Proven leadership and communication skills, with experience working across cross-functional, global teams.
- Experience managing and mentoring analytics teams is highly desirable.
- Relevant certifications (e.g., Google Analytics IQ, Adobe Analytics) are a plus

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 \(PDF 30 MB\)](#)

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

```
function adjustKalturaPlayer() { var deviceWidth = window.innerWidth ||
document.documentElement.clientWidth || document.body.clientWidth; var mediaElement =
document.getElementById("kalturaplayer69a65aa32ad90611162575"); var mediaContainer =
mediaElement.closest('.nc-kaltura-media'); var originalWidth = "1200px"; var originalHeight = "674px";
var originalWidthValue = parseFloat(originalWidth); var originalHeightValue =
parseFloat(originalHeight); var mediaType = "video"; var isResponsive = false; // Get computed styles
of the container element. var parentStyles = window.getComputedStyle(mediaContainer); var
finalWidth = parseFloat(parentStyles.width); if (finalWidth  var config = { targetId:
"kalturaplayer69a65aa32ad90611162575", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false,
allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: { download: {
disable: true }, "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 } }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false },
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; config.plugins.preventSeek = { preventSeekForward:
false, preventSeek: false }; config.plugins.floating = { disable: true }; config.plugins.navigation = {
position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; config.plugins['playkit-
js-hotspots'] = { disable: true }; config.plugins['playkit-js-moderation'] = { disable: true };
config.plugins['playkit-js-info'] = { disable: true }; config.plugins.share = { disable: true };
config.ui.uiComponents = []; 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 } };
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); setTimeout(() => {
setupAutoPause(kalturaPlayerVideos); }, 500); function setupAutoPause(players) {
players.forEach((currentPlayer) => { currentPlayer.addEventListener('play', () => {
players.forEach((otherPlayer) => { if (otherPlayer !== currentPlayer && typeof otherPlayer.pause ===
'function') { otherPlayer.pause(); } })); }); } } catch (e) { console.error(e.message) }
```



VIDEO

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