

Senior Analyst, Content Analytics

Job ID
REQ-10074226

6月 23, 2026

India

Available in: English

摘要

Novartis US IM Content enablement team is looking for a Senior Analyst professional who will develop analytics solutions for Martech content enablement products and deliver analytical dashboards and insights as needed.

The Content Enablement Team vision is to enable a seamless ecosystem which makes finding, creating, managing, and publishing content a competitive advantage for Novartis.

This is to be achieved via below core objectives:

- Building the Next Generation Content Enablement analytics by creating an efficient content journey.
- Enabling reusability of content across Novartis.

This role will be critical in co-creating data-driven decision-making insights across the Content Enablement products and the broader Marketing organization. This role will also be a key executional partner in the daily operations of the team's data and reporting capabilities as well as the implementation of new analytics solutions, enabling Novartis' broader efforts to become a more

operationally efficient and data-driven organization.

About the Role

Location - Hyderabad #LI Hybrid

Job Description

Major Accountabilities

- **Dashboard & Data Solutions:** Lead the end-to-end design, development, and deployment of dashboards and data products, ensuring they meet the evolving needs of platform and product teams.
- Supports and Mentors team members in creating data insights
- Works with the Product Owner to align the report solution with the strategic vision
- **Technical Aspects:** Ensuring best practices in data modelling, visualization, and reporting.
- **Quality Assurance:** Ensure data validation, troubleshooting, and resolution of data issues to ensure accuracy and reliability of reporting solutions.
- **Continuous Improvement:** Implement opportunities to enhance data infrastructure, reporting processes, and user experience.
- **Documentation & Training:** Develop and maintain comprehensive documentation and partner with the change team to create training materials to support users and promote data literacy.
- **Collaboration:** Partner closely with the Product team to align data solutions with strategic objectives and drive adoption.
- **Operational Excellence:** Own and manage allocated Jira tickets related to data and reporting, maintaining clear tracking and communication of progress.

Education and Experience

- Bachelor's or master ' s degree in information technologies, Data Analytics, or a related field
- English (Native-level) - Must be able to communicate and understand complex concepts clearly and concisely
- 4+ years of experience in a Data analytics role (e.g. Data Engineer) in a large corporate or regulated environment.

- Proven track record of designing and implementing dashboards and data solutions (Power BI expertise needed). Strong technical skills in data modeling, ETL, and data visualization.
- Tools expertise required - SQL, PowerBI, QlikSense, Snowflake.
- Experience using JIRA or similar systems. Should be able to generate insights based on data and visualization along with strong presentation and storytelling skills.
- A Strong communication and stakeholder management skills.
- Ability to drive cross-functional collaboration and operate effectively across cultures and geographies.
- Problem-solving mindset and critical thinking skills, with the ability to deliver under tight deadlines.
- Knowledge of content life cycle management.

Skills Desired

- Agility, Analytical Thinking, Brand Awareness, Business Analytics, Cross-Functional Collaboration, Digital Marketing, Marketing Strategy, Media Campaigns, Sales, Stakeholder Engagement, Stakeholder Management, Strategic Marketing, Waterfall Model, Dashboard reporting (PowerBI, QlikSense), Agile ways of working.

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

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.

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>.

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
General Management

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

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a45b39e542ce314966521", 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 kalturaDataLayer.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) }

```

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your contact information. Please include the job requisition number in your message.

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