

## Digital Marketing Specialist

Job ID  
REQ-10075861

4月 15, 2026

India

### 摘要

#LI-Hybrid

Location: Hyderabad, India

About the role:

We're looking for a Digital Marketing Specialist to join our Employer Brand, Recruitment Marketing & Talent Attraction team, who knows how to turn insights, optimization, and channel expertise into high performing recruitment marketing campaigns. In this role, you'll help shape and power the digital engine behind our global talent attraction efforts -planning campaigns, optimizing performance, and ensuring our digital channels run with precision and impact.

About the Role

## Key Responsibilities:

- Plan and launch campaigns across LinkedIn, Meta, Google, YouTube and other digital channels
- Optimize constantly - running tests, reviewing performance weekly, and improving engagement, efficiency, and conversions
- Manage channel operations including tagging, tracking, governance, naming conventions, budget pacing, and platform hygiene
- Support monthly analytics by updating dashboards, analyzing trends, and surfacing insights that shape future strategy
- Collaborate across teams - working with Employer Brand, Recruitment Marketing, Digital Talent Experience, COEs, and vendor partners to deliver seamless, high quality campaigns

## Essential Requirements:

- 2-4 years ' experience in digital marketing, paid media, performance marketing, or recruitment marketing
- Hands on experience with platforms like LinkedIn Campaign Manager, Google Ads, Meta Ads Manager, YouTube, and Google Analytics
- Solid understanding of audience targeting, bidding strategies, funnel optimisation, and digital testing
- Strong analytical skills and confidence working with dashboards and performance data
- High attention to detail, operational discipline, and ability to manage multiple campaigns
- Collaborative mindset and adaptability in a fast moving digital environment

## Desired Skills:

- Digital Marketing
- Marketing Strategy
- Media Campaigns
- Campaign Optimization
- Advertising Campaigns
- Brand Management
- Brand Marketing
- Content Creation

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

People & Organization

Business Unit

Human Resources

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 config = { targetId: "kalturaplayer69dfdb53bf5f8673159778", provider: { widgetId:
"1Qm7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
```

```

components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.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 (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.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 } }; }

```

```

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: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }

```

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](mailto: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.

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