NOVARTIS

Manager, Metadata Specialist

Job ID
REQ-10078631

十月 26, 2026

India

摘要

#LI-Hybrid

The Manager, Metadata Specialist will work within the Marketing Metadata Operations team and will serve as a key operational contributor responsible for ensuring accuracy, completeness, and compliance of marketing metadata across brands and channels. This role ensures consistent application of metadata standards, supports campaign tagging needs, and maintains established processes aligned with governance expectations and SLAs.

This person will collaborate with marketing, brand teams, and operations partners to support Metadata workflows, validate tagging structures, and help ensure a smooth transition of metadata operations as responsibilities move into our team. Strong analytical capability, attention to detail, and comfort working in global, multi stakeholder environments are essential.

This person leads the delivery of multiple projects across a variety of creative and marketing channels, including print and digital media. Develop and coordinate project plans across the design, development and production stages of a project to support the successful delivery within set KPI's. Will work in collaboration with brand teams, technical teams and all functions to maximize value.

About the Role

Key Responsibilities:

- Collect, validate, and document business and metadata requirements to support campaign onboarding and ongoing updates.
- Apply and maintain standardized taxonomy, naming conventions, and tagging structures across marketing programs.
- Perform quality assurance checks on metadata inputs and tagging deliverables to ensure completeness, accuracy, and adherence to governance standards.
- Ensure all operational tasks meet established SLAs and internal quality expectations.
- Identify metadata inconsistencies or gaps and coordinate with stakeholders to resolve issues.
- Support knowledge transition activities by documenting processes, workflows, and best practices as the metadata function is fully transitioned.
- Coordinate with agency, partner, and vendor teams to ensure alignment to metadata standards and operational guidelines.
- Collaborate with cross - functional teams (product, brand, analytics, operations) to ensure metadata supports reporting, insights, and downstream system needs.
- Maintain strong communication and relationships with internal teams and agency partners to drive smooth operations and timely deliverables.
- Provide operational oversight to partners, ensuring adherence to metadata quality expectations and process requirements.
- Identify opportunities to streamline metadata workflows, enhance efficiency, and improve quality; propose actionable solutions.
- Support training and onboarding for teams needing guidance on metadata processes and operational standards.
- Demonstrate strong negotiation, problem - solving, and interpersonal skills while working across regions and time zones.
- Ensures delivery of efficient and high-quality deliverables.
- Hands-on experience with Power BI for dashboard creation, data visualization, and reporting is a good-to-have skill.

Essential Requirements:

- Minimum 5+ years of experience in marketing operations, campaign management, metadata governance, or related fields in Pharma or LifeSciences
- **Education**: Bachelor ' s degree in Business Administration or in Computer engineering or other related field.
- Strong analytical, documentation, and operational skills, with proven attention to detail.
- Experience working with tagging/taxonomy frameworks, structured data, or marketing execution processes.
- Demonstrated ability to work with cross - functional teams and manage operational workflows in a fast - paced, multi - market environment.
- Strong communication, stakeholder management, and presentation skills.
- Power BI hands-on experience for reporting and visualization is preferred.
- Track record of operational excellence, meeting SLAs, and improving processes.

- Marketing Strategy
- Metadata Operations
- Campaign Management

Certifications:

Certifications related to marketing operations, digital marketing, metadata management, or campaign governance are an advantage.

Languages:

- Fluent English (both written and verbal)

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Marketing

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: "kalturaplayer6ae1ef93a344d489416610", 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: "1dgfvmafo"}}); // 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) }

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