

## Manager, Digital Optimization - Campaign Tagging Lead

Job ID  
REQ-10078938

6月 08, 2026

Ireland

### 摘要

We are seeking a Team Lead for our Campaign Tagging team with expertise in campaign tagging, UTM link metrics, and tagging strategy implementation. This senior role requires strong leadership, team management, and cross-functional collaboration. The ideal candidate should be proficient in tagging tools like Claravine and have a solid understanding of marketing channels, while also acting as a Deputy Product Owner to align tagging strategies with digital initiatives.

### About the Role

Key Responsibilities:

- Develop and implement advanced tagging strategies to measure and optimize campaign performance across all marketing channels.
- Lead, mentor, and develop a team of campaign tagging analysts, fostering a culture of continuous

improvement and professional growth.

- Define and prioritize product features as a Deputy Product Owner for the campaign measurement product, ensuring alignment with business goals.
- Work closely with the development team to ensure the successful delivery of product features and enhancements.
- Suggest and implement best practices for campaign tagging, ensuring consistent and effective tracking methods.
- Train team members, brand teams, agencies, and external vendors on Claravine and tagging best practices, facilitating the effective use of these tools.
- Generate and manage UTM tracking codes across marketing channels to capture detailed visitor metrics using platforms like Google Analytics while ensuring compliance with best practices.
- Oversee quality assurance checks for email proof copies related to SFMC/HQE, RTE email campaigns, and troubleshoot issues to minimize campaign disruptions.
- Work closely with agencies and vendors to align on campaign tagging requirements and ensure seamless execution of tagging initiatives.
- Utilize marketing automation tools to set up and deploy different marketing channels & email campaigns such as SFMC/HQE, RTE, and third-party emails.
- Collaborate with cross-functional teams to integrate and streamline campaign setups, enhancing overall effectiveness.
- Manage multiple projects, ensuring timelines, resources, and deliverables are met with high-quality standards.
- Continuously monitor and improve the campaign measurement product to maximize business value and user adoption.

Essential Requirements:

Experience:

- 8+ years of experience in Campaign or media program management.
- Proven experience in campaign tagging and UTM link metrics, with proficiency in tools like Claravine.

Skills:

- Proven track record of implementing tagging strategies across various marketing channels.

•Strong understanding of marketing campaign setup processes and best practices.

•Excellent communication skills with the ability to present ideas and train cross functional teams and stakeholders.

Personal Attributes:

•Strong leadership & team management skills.

•Detail-oriented with a passion for accuracy and integrity.

•Ability to work collaboratively in a fast-paced, dynamic environment.

•Strategic thinker with a focus on delivering results.

Commitment to Diversity & Inclusion:

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

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>

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>

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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

```
var config = { targetId: "kalturaplayer6a27b28385a70691004950", provider: { widgetId:
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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:
```

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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 } }; }
```

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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) }
```

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