

## Senior Analyst - Marketing Platform Operations

Job ID  
REQ-10080862

6月 11, 2026

India

### 摘要

Driving the future of data-led customer engagement, this role partners with commercial, digital, and brand teams to enhance HCP engagement through Salesforce Marketing Cloud and data-driven strategies. The role combines SFMC expertise, analytics, and consulting capabilities to translate campaign and customer insights into actionable recommendations, enabling smarter engagement decisions and measurable business impact across global healthcare markets.

Location: Hyderabad (Hybrid)

### About the Role

#### Key Responsibilities:

- Manage and execute digital marketing campaigns using Salesforce Marketing Cloud including Email Studio, Journey Builder, Automation Studio, Contact Builder, and Data Extensions.
- Analyze campaign performance, customer engagement trends, and channel effectiveness

using data from SFMC and other available sources.

- Generate actionable insights and recommendations to improve customer engagement, campaign effectiveness, click-through rates, and overall digital performance.
- Translate business requirements into scalable SFMC solutions and recommend best practices for personalized customer journeys and audience targeting.
- Act as a consultant to business stakeholders by presenting insights, optimization opportunities, and data-backed recommendations in a clear and structured manner.
- Perform data analysis using Excel and other analytical tools to identify trends, gaps, segmentation opportunities, and engagement patterns.
- Build reports, dashboards, and performance summaries for stakeholders and leadership teams.
- Support audience segmentation, consent-based targeting, personalization strategies, and campaign optimization initiatives.
- Collaborate with cross-functional teams including business, brand teams, product teams, content, and operations to ensure seamless campaign execution.
- Ensure adherence to campaign governance, quality standards, compliance requirements, and operational processes.
- Identify opportunities for automation, innovation, and process improvements within digital marketing operations.
- Mentor junior team members and support knowledge-sharing initiatives within the team.
- Essential Requirements:
  - Bachelor ' s / Master ' s degree in Business, Technology, Engineering, Data Analytics, or related fields.
  - Overall, 3-7 years of experience in Salesforce Marketing Cloud (SFMC), Data Analytics, Campaign Operations, Digital Marketing Operations, or related Martech functions.
  - Strong understanding of working in a matrix and geographically dispersed environment, with the ability to collaborate effectively across business, technology, analytics, and operations teams.
  - Strong analytical mindset with proficiency in analyzing complex datasets using MS Excel, SQL, and SFMC reporting/data structures.
  - Skilled in presenting data-driven stories through dashboards, reports, charts, and presentations while clearly articulating business impact and optimization opportunities.
  - Strong communication, stakeholder management, presentation, and problem-solving skills with the ability to engage both technical and non-technical audiences.
  - Ability to work in a fast-paced environment and manage multiple priorities effectively.
  - Passion for staying updated with the latest trends in Salesforce Marketing Cloud, marketing technology, customer engagement strategies, analytics, and digital marketing innovations.
  - Healthcare / Pharma domain experience is preferred.
  - Salesforce Marketing Cloud Email Specialist certification is preferred, while exposure to Salesforce Data Cloud and AI capabilities will be considered an added advantage.
- Desirable Requirements:
  - Leadership & Soft Skills
  - Should be able to communicate in Spanish
  - Strategic thinker with an analytical mindset and strong problem-solving ability.
  - Excellent communication, storytelling, and presentation skills.
  - Ability to influence and work cross-functionally in an international matrix environment.
  - Growth mindset, and ownership orientation.

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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

International

Business Unit

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 config = { targetId: "kalturaplayer6a2b7a944a0ea101838916", 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) }
```

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