

## Content Platforms Analytics Manager

Job ID  
REQ-10081816

6月 25, 2026

Spain

### 摘要

Our ambition at Novartis is to be a recognized leader in Data, Analytics, AI & Platforms (DAP). Within Marketing Platforms, DAP is setting up a new content platform 's product team to implement and manage platforms which support the end-2-end content journey for international, region and countries (IRC) to support and drive the commercial, medical and value & access activities.

### About the Role

## Content Platforms Analytics Manager

#LI-Hybrid

Location: Barcelona, Spain

Novartis aims to be a recognised leader in Data, Analytics, AI and Platforms. Within Marketing Platforms, the Data, Analytics, AI and Platforms team is building a new content platforms product team to implement and manage solutions that support the end-to-end content journey across international, regional and country teams. These platforms enable commercial, medical, value and access activities across the organisation.

Reporting to the Associate Director - Customer Success & Business Operations, as Content Platforms Analytics Manager you will define, deliver and evolve analytics and reporting capabilities across Content Platforms. You will help product and business teams make data-informed decisions by developing trusted dashboards, data products and insights that support platform adoption, operational performance and compliance.

## Key Responsibilities

- Own the design, development and continuous improvement of dashboards and data products for Content Platforms.
- Translate business needs, product priorities and user feedback into clear analytics requirements and actionable reporting solutions.
- Partner with DD&IT, business teams, product owners and customer success teams to deliver reporting that supports decision-making.
- Enable business, compliance and regulatory reporting through timely, accurate and usable dashboards.
- Support data quality, governance and consistency in partnership with DD&IT and relevant stakeholders.
- Develop and maintain documentation that helps teams understand and use dashboards and data products effectively.
- Analyse feature usage, adoption and performance trends to identify opportunities for continuous improvement.

## Essential Requirements

- Advanced degree or equivalent experience in Data Analytics, Business, IT or a related field.
- At least five years of experience in data analytics, reporting, business intelligence or a related role.
- Strong experience developing dashboards and data products, for example using Power BI.
- Solid understanding of data flows, data modelling and data manipulation, including SQL.
- Experience working with cloud data platforms such as Azure or Snowflake.
- Experience in MarTech, content platforms or digital ecosystems.
- Familiarity with Agile ways of working, Jira, data governance frameworks and KPI standardisation.

## Benefits & Rewards

At Novartis, we 're committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range for role: 44,700.00 - 83,100.00EUR Annual

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters. Long-term equity awards granted at group level may also be part of your package. Further details will be provided during the application process.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

<https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>

Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.

## 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.

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: 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>

Benefits and Rewards: Learn about all the ways we ' ll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

Primary location salary range  
€ 70,000.00 - € 130,000.00

部门  
International

Business Unit  
Marketing

地点  
Spain

站点  
Barcelona Gran V í a

Company / Legal Entity  
ES06 (FCRS = ES006) Novartis Farmac é utica, S.A.

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a3d144fa90d1296402171", 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 kalturaPlayer =  
kPlayer.setup(config); // Add the player to the global array.  
window.kalturaPlayerVideos.push(kalturaPlayer); // Load the Player for other media.  
kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); } catch (e) { console.error(e.message) }
```

Job ID  
REQ-10081816

Content Platforms Analytics Manager

[Apply to Job](#)



Job ID  
REQ-10081816

## Content Platforms Analytics Manager

[Apply to Job](#)

---

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10081816-content-platforms->

analytics-manager

List of links present in page

1. <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>
2. <https://www.novartis.com/about/strategy/people-and-culture>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://www.novartis.com/about/strategy/people-and-culture>
5. <https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf>
6. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Barcelona-Gran-Va/Content-Platforms-Analytics-ManagerREQ-10081816>
7. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Barcelona-Gran-Va/Content-Platforms-Analytics-ManagerREQ-10081816>