NOVARTIS

Analyst, Social Media Intelligence

Job ID
REQ-10083052

7月 17, 2026

India

Available in: English

摘要

#LI-Hybrid

Location: Hyderabad, India

Join a high-impact global analytics team at the forefront of Social Media Listening (SML) and digital insights in healthcare.
As an SML Analyst, you will play a key role in transforming large-scale digital and social data into meaningful insights that shape strategic decisions across brands, therapy areas, and markets. Your work will directly contribute to a deeper understanding of patient experiences, competitive dynamics, and evolving healthcare conversations.
This role offers a unique opportunity to work at the intersection of data, healthcare, and innovation, while gaining exposure to AI-enabled analytics.

About the Role

Key Responsibilities

- Support the delivery of Social Media Listening analysis, including:
    - Brand and disease landscape analysis
    - Competitive intelligence and congress tracking
    - Patient journey and audience insights
    - Social media perception and campaign performance analysis
- Translate stakeholder requirements into structured analytical outputs
- Perform qualitative and quantitative analysis to identify trends, patterns, and relevant insights
- Support end-to-end execution of assigned projects, ensuring adherence to timelines and quality standards
- Collaborate with internal stakeholders to understand business needs and provide analytical support
- Support the development and maintenance of documentation, including standard operating procedures, quality checklists, and knowledge repositories
- Comply with internal processes, including time tracking, KPI reporting, and applicable organizational policies
- Work collaboratively with team members to support project delivery and knowledge sharing
- AI & Analytics Capabilities
    - Support the application of automation and AI-enabled approaches within Social Media Listening workflows
    - Work with large volumes of structured and unstructured data to support analysis and insight generation
    - Utilize available tools and methodologies for activities such as data classification, tagging, and trend analysis
    - Stay updated on developments in digital analytics and AI relevant to Social Media Listening

Essential Requirements:

- MBA or full-time Graduation in Life Sciences, Pharmacy, Medicine, or related disciplines.
- 2-3 years of experience in Social Media Listening, analytics, or market research, preferably in pharmaceutical or healthcare industry
- Experience working with Social Media Listening tools such as Sprinklr, Brandwatch, Talkwalker, or similar platforms
- Strong analytical and problem-solving skills
- Understanding of pharmaceutical industry and regulatory environment
- Experience working in a global or cross-functional environment
- Strong communication skills

Desirable Requirements:

- AI-enabled analytics and automation: Hands-on experience with automation, AI-enabled workflows, tagging, classification, or trend analysis within analytics processes.
- Advanced SML use-case exposure: Prior experience in complex SML applications such as congress tracking, competitive intelligence, launch tracking, patient journey mapping, or

campaign performance evaluation.
- Large-scale data handling: Comfort working with large volumes of structured and unstructured data to support scalable analysis
- Innovation and continuous learning mindset: Ability to stay updated on emerging digital analytics, AI, and social listening trends and apply them to improve ways of working.
- Knowledge management and capability building: Ability to contribute to SOPs, quality checklists, repositories, best-practice sharing, and team learning

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
Strategy & Growth

Business Unit
General Management

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: "kalturaplayer6a5aab97c5883911602980", 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 kalturadatalayer.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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