

Business Analyst, Content Enablement

Job ID
REQ-10083224

7月 23, 2026

India

Available in: English

摘要

#LI-Hybrid - Location: Hyderabad, 3 days' work from office at Novartis, Hyderabad is mandatory

Novartis' Content Enablement Team vision is to provide content technology that enables world-class creative and executional excellence by 2028. We will do this by developing an industry-leading content ecosystem for planning, creating, managing and publishing impactful content. This will allow us to:

- Enable a high-performance content lifecycle
- Make compliance effortless
- Provide an intuitive end-to-end experience
- Deliver best-in-class support and continuous product improvements

The Business Analyst collaborates with Content Enablement business and IT stakeholders to evaluate backlogs, gather and document requirements, and define business use cases. The role serves as a key liaison between business and technology teams, ensuring solutions are aligned with stakeholder needs and strategic objectives.

About the Role

Key Responsibilities:

- Partner with the Product Owner, stakeholders, and users to identify the problem to solve. Understand the desirability, feasibility, and viability of the problem and responsible to drive solutions with the business independently
- Collaborate with business stakeholders to understand their requirements and identify opportunities for process improvement.
- Conduct research to identify new technologies and methods to improve business processes.
- Ensure that requirements and functional documents are created and maintained in a timely, comprehensive manner.
- Translate the business needs to the development team to ensure we build the right thing and build it right.
- Analyze the feasibility of the requirements, identify product limitations and collaborate with the Product Owner to identify solutions.
- Leverage Jira to create, maintain, extend, tag & refine Epics, and User Stories.
- Participate in retrospective and planning sessions with the product team, assisting with requirement prioritization.
- Provide expertise and guidance to the training and change team.
- Analyzed the value of released features and their adoption.
- Help define Objectives and Key Results (OKRs), KPIs, and dashboards relevant to the Product team and various stakeholders.

Essential Requirements:

- **Minimum university degree with an advanced degree in science and / or business preferred**
- **Languages: Excellent fluency in English, orally and written with a second language a plus**
- At least 7 years of experience in a digital product development team with experience in Agile ways of working.
- Expertise on Content Marketing processes, platforms or Digital Asset Management process/platforms
- Experience with content planning, creation, authoring, and approvals.
- Strong organizational, problem solving, and analytical skills with a proactive “can do” approach and a discovery and growth mindset.
- Ability to communicate effectively with senior management, manage issues, resolve conflicts, and mitigate risks.
- Ability to deliver high-quality work products with limited oversight
- Ability to design, implement and improves processes
- Keen listening skills and ability to empathize with stakeholders.
- Proven ability to drive, collaborate and operate across functions, cultures, and geographies

within a complex environment, with experience working across multiple time zones.

- Commitment to lead on Novartis defined values & behaviors.

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/roadmap/people-and-culture>

Commitment to Diversity & Inclusion: Novartis is committed to building an outstanding, inclusive work environment and diverse team's representative of the patients and communities we serve.

Values and Behaviors: Demonstrates and upholds Novartis values and behaviors in all aspects of work and collaboration.

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

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部门
US

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:
"kalturaplayer6a67dfa8c0dac513083615", 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 =  
thumbEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbEmbed() 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) }
```

Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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