

Senior Analyst, Deployment Specialist

Job ID
REQ-10085521

8月 31, 2026

India

摘要

Responsible for the entire email campaign deployment process including subscriber segmentation, test sends, preparing the final subscriber list, and scheduling the deployment. Reviews emails to ensure accurate coding, appropriate audience targeting, and alignment with campaign goals as outlined in the CRF. This meticulous approach ensures effective and targeted email marketing campaigns.

About the Role

Senior Analyst, Deployment Specialist

Location - Hyderabad #LI Hybrid

Major accountabilities:

- Supports the Customer in deploying email campaigns and related landing pages.
- Manages subscriber data imports, segmentation, and preparing Proof Data Extensions.
- Build journeys and configure deployment schedules.
- Validate segmentation and provide MAP audit samples for approval.
- In deployment setup, ensure accurate DE configurations, confirm counts with validation reports from MDS team, and monitor both post-deployment and ongoing sends, troubleshooting with the CEP team as needed.
- Ensures accurate ingestion of content and metadata matrices, whether manually or through Auto-matrix (Automated processes).
- Collaborate with QA Specialists to review and validate the quality and success of email campaigns.
- Co-ordinates with various teams across various time zones. Guide Analyst, Deployment Specialists in the team

Essential Requirements:

- Overall, 8+ years of hands-on experience in SFMC Campaign Operations with Email Specialist certification required. Additional certifications like Admin or Developer are a plus.

Minimum Experience:

- Strong understanding of data platforms, Salesforce integrations, and evolving data landscapes.
- Proficiency in Salesforce Marketing Cloud modules, including Automation Studio, Journey Builder, Contact Builder, Data Extensions, SMS, Web Studio, AMP script, HTML, CSS, and JavaScript.
- Knowledge of omni-channel customer journeys, segmentation, QA, CDP, and Marketing Cloud Intelligence for data management and analytics.
- Strong analytical, problem-solving, communication, and collaboration skills.
- Ability to manage multiple projects and deliver effectively under tight deadlines.
- Familiarity with GDPR, data protection regulations, marketing automation tools, and analytics platforms.
- Understanding of pharmaceutical commercial data, matrix working environments, and adaptability to emerging technologies such as Gen AI and Agentic AI.

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部门
US

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 kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a95868e41744761507794", 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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