

Senior Analyst - Marketing Platform Operations

Job ID
REQ-10089734

十月 12, 2026

India

摘要

Join Novartis for driving global impact with innovative digital solutions. We are looking for a candidate at the intersection of Product Management discipline, AI, and content creation for life sciences and pharmaceutical industry. As a product expert, you will drive strategy, evolution and adoption of Content Authoring Platforms and AI Content Engine which accelerates the creation of commercial and medical content for HCPs.

About the Role

Key Responsibilities

- Function as independent contributor to drive strategy through execution and deliver campaign operations utilizing Salesforce Marketing Cloud capabilities.
- Partner with sales & marketing teams to identify, analyze, and solve key challenges, leveraging your expertise on data & marketing technology platforms.

- Develop a deep understanding of the marketing technology ecosystem, gain clarity on data flow, and perform data readiness assessment with countries to activate Campaigns effectively.
- Translate data insights into actions and recommendations that will drive product adoption, customer satisfaction, and investment decisions.

Essential Requirements

- Spanish B2 / C1 / C2
- Bachelor's / master's degree in business or technology / engineering.
- Overall, 5+ years of experience in Data Analytics / Operations / Product Management
- Understanding complexity of integrated working in a matrix and geographically dispersed environment.
- Proficient in analyzing complex data set using MS Excel & SQL.
- Skilled in presenting data stories through slides, charts, and dashboards, and effectively articulating the business impact of insights.
- Plan projects, set schedules, coordinate resources across product, data, and engineering teams, and ensure end-to-end completion, meeting timelines and quality expectations.
- Passion for keeping up to date with the latest in marketing technology and digital marketing trends.
- Experience in Design and implementation of measurement framework that track key metrics and performance trends is an added advantage
- Experience in Create visualizations, presentations, and executive summaries that communicate findings to internal stakeholders and executives is an added advantage.

Desirable Requirements:

- Joint Value Creation: Ability to collaborate effectively to create value for all stakeholders.
- Dynamic, results-oriented team player who contributes positively to team success.
- Exhibit organizational agility, creativity, strategic & strong analytical thinking.
- Excellent presentation skills and storyboarding skills.
- Excellent interpersonal and communication skills.
- Ability to operate effectively in an international matrix environment.
- Strong stakeholder management skills.

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 kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6accc2800ed85628889281", 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) }
```

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.

Job ID
REQ-10089734

Senior Analyst - Marketing Platform Operations

[Apply to Job](#)



Job ID
REQ-10089734

Senior Analyst - Marketing Platform Operations

[Apply to Job](#)

Source URL:

<https://www.novartis.com.cn/careers/career-search/job/details/req-10089734-senior-analyst->

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/sites/novartis.com/files/novartis-life-handbook.pdf>
3. <mailto:diversityandincl.india@novartis.com>
4. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Senior-Analyst---Marketing-Platform-OperationsREQ-10089734-1>
5. <https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Senior-Analyst---Marketing-Platform-OperationsREQ-10089734-1>