Manager, Marketing Services/Execution Excellence sub-pillars

Job ID
REQ-10093146

十一月 17, 2026

India

摘要

-Explore, develop, implement and evaluate Digital innovation solutions that address customer needs. Co-create with key stakeholders to build partnerships and collaborations.
-Leads the delivery of multiple projects across a variety of creative and marketing channels, including print and digital media. Develop and coordinate project plans across the design, development and production stages of a project to support the successful delivery within set KPI's.
-Works in collaboration with brand teams, technical teams and all functions to maximize value.
-Provides consultancy, advice and assistance on strategy for commercialization of products, and influence marketing/Marketing Sales Operation team through delivery of proven analytics based projects.
-Provide analytics support to Novartis internal customers

About the Role

Location - Hyderabad #LI Hybrid

Key Responsibilities

- Work as product lead for CDP with a strong marketing lens: shape the roadmap around high-value marketing capabilities (advanced segmentation, identity resolution, real-time triggers, channel orchestration) based on country demand and impact potential.
- Partner with country marketing and omnichannel teams to identify and prioritize high-impact marketing use cases that drive measurable outcomes (e.g., HCP engagement, adoption, reactivation).
- Translate brand and campaign objectives into clear journey strategies, segmentation approaches, and personalization
- Build use-cases so that the countries can design and optimize end-to-end omnichannel journeys (email, SMS, in-app, web, rep-triggered, media audiences) including triggers, cadence, and content variations to increase engagement, conversion, and retention.
- Build reusable playbooks and blueprints that countries can adapt for launches, lifecycle programs, and always-on campaigns
- Continuously analyze performance data with markets (e.g., engagement, conversion, reach, frequency) to identify incremental improvements and new test ideas. Champion a "test-and-learn" culture across countries, driving A/B and multivariate tests that directly improve business KPIs.
- Collaborate with other team to unlock better marketing activation (richer segments, dynamic personalization, compliant outreach). Ensure that data and processes are fit-for-purpose for marketers, easy to use, and directly tied to campaign goals.
- Lead enablement of country marketers and omnichannel leads: train them on how to brief, design, and optimize journeys; share best-practice use cases and success stories; and build a global community focused on business impact rather than just platform features.

Essential Requirements:

- Bachelor's or Master's degree in Marketing, Technology, Data Science, or a related field.
- Around 10 years of experience in marketing technology, marketing automation, or customer data management roles.
- Proven track record of delivering end-to-end marketing use cases that improved business KPIs across countries or business units.
- Strong understanding of MarTech ecosystems (CRM, MDM, Consent Management, Web Analytics, Campaign tools) and how they enable omnichannel journeys and personalization.
- Experience coordinating or leading global or regional implementations and transformation initiatives related to customer and marketing data.

Desirable Requirements:

- Strategic, product-oriented thinker who starts from marketing and business goals and then shapes tech usage accordingly.
- Strong stakeholder management and influencing skills in a highly matrixed global environment, particularly with diverse country marketing teams.
- Excellent communication and storytelling skills, with the ability to turn complex data and architecture topics into simple, impact-focused narratives for marketers and senior leaders.
- Ownership mindset with a passion for building scalable, reusable marketing solutions that demonstrably move key metrics across markets.

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our

vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: https://www.novartis.com/about/strategy/people-and-culture

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Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: https://talentnetwork.novartis.com/network.

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
Other

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: "kalturaplayer6afd5f21007a3067274374", 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 kaltura datalayer.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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