

Senior Analyst - Marketing Platform Operations

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Сводка

Driving the future of data-led customer engagement, this role partners with commercial, digital, and brand teams to enhance HCP engagement through Salesforce Marketing Cloud and data-driven strategies. The role combines SFMC expertise, analytics, and consulting capabilities to translate campaign and customer insights into actionable recommendations, enabling smarter engagement decisions and measurable business impact across global healthcare markets.

Location: Hyderabad (Hybrid)

About the Role

Key Responsibilities:

- Manage and execute digital marketing campaigns using Salesforce Marketing Cloud including Email Studio, Journey Builder, Automation Studio, Contact Builder, and Data Extensions.
- Analyze campaign performance, customer engagement trends, and channel effectiveness using data from SFMC and other available sources.
- Generate actionable insights and recommendations to improve customer engagement, campaign effectiveness, click-through rates, and overall digital performance.
- Translate business requirements into scalable SFMC solutions and recommend best practices for personalized customer journeys and audience targeting.
- Act as a consultant to business stakeholders by presenting insights, optimization opportunities, and data-backed recommendations in a clear and structured manner.
- Perform data analysis using Excel and other analytical tools to identify trends, gaps, segmentation opportunities, and engagement patterns.
- Build reports, dashboards, and performance summaries for stakeholders and leadership teams.
- Support audience segmentation, consent-based targeting, personalization strategies, and campaign optimization initiatives.
- Collaborate with cross-functional teams including business, brand teams, product teams, content, and operations to ensure seamless campaign execution.
- Ensure adherence to campaign governance, quality standards, compliance requirements, and operational processes.
- Identify opportunities for automation, innovation, and process improvements within digital marketing operations.
- Mentor junior team members and support knowledge-sharing initiatives within the team.

• Essential Requirements:

- Bachelor's / Master's degree in Business, Technology, Engineering, Data Analytics, or related fields.
- Overall, 3–7 years of experience in Salesforce Marketing Cloud (SFMC), Data Analytics, Campaign Operations, Digital Marketing Operations, or related Martech functions.
- Strong understanding of working in a matrix and geographically dispersed environment, with the ability to collaborate effectively across business, technology, analytics, and operations teams.
- Strong analytical mindset with proficiency in analyzing complex datasets using MS Excel, SQL, and SFMC reporting/data structures.
- Skilled in presenting data-driven stories through dashboards, reports, charts, and presentations while clearly articulating business impact and optimization opportunities.
- Strong communication, stakeholder management, presentation, and problem-solving skills with the ability to engage both technical and non-technical audiences.
- Ability to work in a fast-paced environment and manage multiple priorities effectively.
- Passion for staying updated with the latest trends in Salesforce Marketing Cloud, marketing technology, customer engagement strategies, analytics, and digital marketing innovations.
- Healthcare / Pharma domain experience is preferred.
- Salesforce Marketing Cloud Email Specialist certification is preferred, while exposure to Salesforce Data Cloud and AI capabilities will be considered an added advantage.

• Desirable Requirements:

- Leadership & Soft Skills
- Should be able to communicate in Spanish
- Strategic thinker with an analytical mindset and strong problem-solving ability.
- Excellent communication, storytelling, and presentation skills.
- Ability to influence and work cross-functionally in an international matrix environment.
- Growth mindset, and ownership orientation.

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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International
Business Unit
Marketing
Место
Индия
Сайт
Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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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