

Analyst, Social Media Intelligence

Job ID
REQ-10083052
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Индия
Available in: English

Сводка

#LI-Hybrid

Location: Hyderabad, India

Join a high-impact global analytics team at the forefront of Social Media Listening (SML) and digital insights in healthcare. As an SML Analyst, you will play a key role in transforming large-scale digital and social data into meaningful insights that shape strategic decisions across brands, therapy areas, and markets. Your work will directly contribute to a deeper understanding of patient experiences, competitive dynamics, and evolving healthcare conversations. This role offers a unique opportunity to work at the intersection of data, healthcare, and innovation, while gaining exposure to AI-enabled analytics.

About the Role

Key Responsibilities

- Support the delivery of Social Media Listening analysis, including:
 - Brand and disease landscape analysis
 - Competitive intelligence and congress tracking
 - Patient journey and audience insights
 - Social media perception and campaign performance analysis
- Translate stakeholder requirements into structured analytical outputs
- Perform qualitative and quantitative analysis to identify trends, patterns, and relevant insights
- Support end-to-end execution of assigned projects, ensuring adherence to timelines and quality standards
- Collaborate with internal stakeholders to understand business needs and provide analytical support
- Support the development and maintenance of documentation, including standard operating procedures, quality checklists, and knowledge repositories
- Comply with internal processes, including time tracking, KPI reporting, and applicable organizational policies
- Work collaboratively with team members to support project delivery and knowledge sharing
- AI & Analytics Capabilities
 - Support the application of automation and AI-enabled approaches within Social Media Listening workflows
 - Work with large volumes of structured and unstructured data to support analysis and insight generation
 - Utilize available tools and methodologies for activities such as data classification, tagging, and trend analysis
 - Stay updated on developments in digital analytics and AI relevant to Social Media Listening

Essential Requirements:

- MBA or full-time Graduation in Life Sciences, Pharmacy, Medicine, or related disciplines.
- 2–3 years of experience in Social Media Listening, analytics, or market research, preferably in pharmaceutical or healthcare industry
- Experience working with Social Media Listening tools such as Sprinklr, Brandwatch, Talkwalker, or similar platforms
- Strong analytical and problem-solving skills
- Understanding of pharmaceutical industry and regulatory environment
- Experience working in a global or cross-functional environment
- Strong communication skills

Desirable Requirements:

- AI-enabled analytics and automation: Hands-on experience with automation, AI-enabled workflows, tagging, classification, or trend analysis within analytics processes.
- Advanced SML use-case exposure: Prior experience in complex SML applications such as congress tracking, competitive intelligence, launch tracking, patient journey mapping, or campaign performance evaluation.
- Large-scale data handling: Comfort working with large volumes of structured and unstructured data to support scalable analysis
- Innovation and continuous learning mindset: Ability to stay updated on emerging digital analytics, AI, and social listening trends and apply them to improve ways of working.
- Knowledge management and capability building: Ability to contribute to SOPs, quality checklists, repositories, best-practice sharing, and team learning

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.
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Дивизион
Strategy & Growth
Business Unit

General Management
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

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