

# Analyst

Job ID  
REQ-10004819  
Apr 29, 2024  
India

## Summary

Provide analytics support to Novartis internal customers (CPOs & Regional marketing and sales teams) on various low-medium complexity analytical reports. -Support and facilitate data enabled decision making for Novartis internal customers by providing and communicating qualitative and quantitative analytics.

## About the Role

Role Title: Analyst

Location: Hyderabad; #Hybrid

About this role:

As a Marketing Cloud Email and Campaign Specialist, a candidate will enable our B2C campaign efforts within the Salesforce Marketing Cloud platform. They will serve as a subject matter expert in email marketing delivery, journeys and automation standard methodologies. Consult and advise internal marketing partners to further their digital marketing efforts through Marketing Cloud usage. Act as a trusted source of knowledge to advise clients in line with email marketing and Marketing Cloud standard processes to ultimately support campaigns.

## Key Responsibilities

- Design and delivery of B2C campaign solutions (emails, journeys, landing pages, forms, etc) including audience segmentation and research.
- Be a subject marketing expert in all things email marketing and stay on top of standard methodologies and industry trends; ensure compliance with consumer protection laws as applicable.
- Work closely with marketing partners to understand audience requirements, business goals and objectives review, campaign and deliverability metrics, making recommendations for optimization and improvement.
- Update, develop and test new email templates, and build a library of assets for retrieval and reuse and perform A/B testing along with suggestions for improvement pre-, mid- and post execution.
- Design and implement, for automated email/mobile journeys using Email Studio, Mobile Studio, Automation Studio and Journey Builder, and advise clients on how to optimize further.
- Strong understanding of digital marketing critical metrics, such as email marketing, and other operational marketing metrics. Experience in reporting and analyzing email activity using Email Studio reports, Journey Builder and Intelligence Reports ( Dataroma)

- Track record for delivering marketing automation projects in a fast-paced environment, and able to successfully keep to deadlines

#### Essential Requirements:

- At least 3-5 years' experience working hands-on in Salesforce Marketing Cloud involving campaign strategy and execution. Hands on to SQL excel, data analytics.
- Ability to work with clients to design campaign journeys, emails and campaigns in SFMC.
- Know HTML and UX standard methodologies for building custom templates such as forms, landing pages, emails. Knowledge and experience in building audiences and segmentation within the SFMC platform.
- Experience with Marketing Cloud Studios & Builders, most importantly Email Studio, Content Builder, Journey Builder and Automation Studio.
- Experience using a CDP (customer data platform) a plus and understanding how to build a custom preference center.
- Marketing Cloud Email Specialist certification is mandatory

#### Desirable requirements:

- Strong communication skills to make complex technical matters simple when communicating with non-technical partners and client executives.

#### 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>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook.

<https://www.novartis.com/careers/benefits-rewards>

#### Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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>

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Division

Operations

Business Unit

CTS

Location

India

Site

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

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