

Team Leader

Job ID
REQ-10009309
Sep 03, 2024
India

Summary

- 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 on decision making on Sales Force resource allocation in most optimal ways, through delivery of proven analytics based projects. -Provide analytics support to Novartis internal customers

About the Role

Position Title : Team Leader

Location : Hyd

About the role :

30,000!! That is the number of Novartis Field Personnel that we impact through Data and Analytics. Work closely with the BIP Function Head (and in conjunction with matrix Regional Account Director) to shape and develop the Novartis BIP function and address evolving business and customer needs.

Your Key Responsibilities include, but are not limited to:

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- Manage an efficient and high-quality BIP team that promotes synergy and best practice sharing among resources, drives collaboration with Country Organizations in managing high standards of communication and delivering best in class services
- Ensures exemplary communication with all stakeholders including internal ICS associates, and global customers through regular local and global updates with focus on accomplishments, KPIs, best practices, staffing changes, key events, etc. Identifies and resolves operational issues, clearly articulate potential recommendations/solutions to local or global managers/partners; manage number of escalations to global office.
- Is able to collaborate with Media agencies, Brand , Media optimization and strategy, Resource optimization , Advance analytics to enable faster to insight data with required grains.
- Is proactive in planning; anticipating change and acting in accordance; drive meticulous implementation of

team goals and metrics.

- Grooms and develops talent, implements succession planning and mentor associates for higher responsibilities.
- Conducts performance appraisal of team members and manage the training needs of the group.

Essential Requirements for this role include:

- Experience of 8-10 years of experience with advanced Visualization skills combined with Programming Languages – R, Python is needed, and good to have with Pharma analytics with a focus on Digital domain.
- Understanding of the US IM digital data ecosystem for integrating various data sources and building value through processed data
- Knowledge of advanced media concepts as well as data integrity and testing procedures for developing digital media outcomes.
- Hands-on knowledge of large-scale ETL (Extract, Transform, Load) and warehouse operations and experience with big data lakes for managing large amounts of data in native, raw formats beneficial for analytics, business intelligence, and machine learning applications.
- Profound knowledge of Marketing Cloud Intelligence metrics to integrate data from marketing and advertising platforms, web analytics, CRM, e-commerce, etc., to optimize spend and customer engagement.

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>

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

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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