

# Senior Analyst - Digital Marketing

Job ID  
REQ-10012218  
Sep 04, 2024  
India

## Summary

Provide analytics to Novartis internal customers (CPOs & Regional marketing and sales teams) on various low-medium-high complexity tasks. This role involves actively engaging with teams to execute projects, conducting gap analysis, and collaborating with cross-functional teams to develop scalable solutions. Responsibilities also include identifying internal process optimization and support implementation of scalable data models within the Salesforce Data Cloud.

Candidates should have at least 5 years of overall experience, including 2-3 years of experience with Salesforce Data Cloud or a similar platform, strong knowledge of data modeling and SQL, and excellent technical problem-solving skills.

## About the Role

### Major accountabilities:

- Engage with teams to execute projects and be the key interface to end users
- Identify and analyze gaps in functional and business requirements, and effectively communicate these findings to both business and functional analysts.
- Cross collaborates with internal Team to get scalable solutions based on business objectives, marketing metrics, and tech requirements.
- Should be able to assess the impact on technical designs caused by changes in functional requirements.
- Optimize internal processes based on team requests, opportunity gaps, and business requirements.
- Design and implement scalable data models, build ERD diagrams, and explain it to non-technical users
- Build/configure ingestion, data modeling, segmentation and activation within Salesforce Data Cloud and understand various cloud platforms that Salesforce data cloud can integrate with.
- Work with practitioners on Salesforce Marketing Cloud / Data cloud and help build NVS marketing capabilities.
- Employ best design standards while delivering an efficient solution.

### Requirements:

- Total of 5+years experience and minimum of 2-3 years of experience on Salesforce Data Cloud or similar data platform.
- Hands-on experience with all aspects of salesforce data cloud such as data ingestion, data mapping, identity resolution, activation, and segmentation etc.
- Should have good knowledge on data modeling and SQL.
- Should be able to establish data models, work with API's and configurations.
- Have good understanding of file handling using csv files.
- Should have very good technical problem-solving skills.

- Ability to assess the impacts on technical design because of the changes in functional requirements.
- Should be able to conduct peer reviews and advise recommendations or issues and work well with team.

**Preferred:**

- Good understanding of data modelling concepts.
- Good knowledge on complex SQL, API handling.
- Experience/ knowledge on tools such as DBeaver, Postman, or similar tools
- Good understanding on the marketing concepts and overall flow in marketing automation space
- Certified Accredited Professional in Salesforce Data Cloud
- Certification on Salesforce Marketing Cloud would be a plus.

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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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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