Tagging Manager

Job ID
REQ-10051952

6 22, 2025

India

Looking for an experienced and highly skilled Web Tagging Expert specializing in Google web tagging technologies. The ideal candidate will have in-depth knowledge of Google Tag Manager, Google Analytics, and Google Ads conversion tracking. The Web Tagging Expert will be responsible for implementing, managing, and optimizing all tagging setups to ensure accurate data collection and actionable insights for our digital marketing efforts across all platforms

About the Role

Key Responsibilities:

• Work closely with the analytics and marketing teams to provide insights derived from web tagging.

• Work on Web tagging implementation

• Implement and manage web analytics tools such as Google Analytics, Adobe Analytics, and other relevant platforms.

• Develop and maintain a robust tagging strategy using tools like Google Tag • Manager, Adobe Launch, or Tealium.

• Ensure the precise setup and configuration of analytics to capture essential data points.

• Utilize advanced analytics techniques such as attribution modeling, predictive analytics, and customer lifetime value analysis.

• Design and execute A/B and multivariate testing to optimize website elements and marketing campaigns.

• Stay current with the latest trends, tools, and techniques in digital analytics and data science.

Essential Requirement:

• Minimum of 5 - 8 years of experience in web analytics and web tagging implementation, with a focus on large-scale or enterprise-level websites.

• Strong expertise in implementing tagging using tag management systems (TMS) like Google Tag Manager or Tealium.

• Proficient in JavaScript, HTML, CSS, and other web technologies.

• Familiarity with web analytics tools such as Google Analytics, Adobe Analytics, or similar platforms.

• Excellent analytical and problem-solving skills, with keen attention to detail.

• Strong communication and collaboration skills to work effectively with cross-functional teams.

• Demonstrated ability to conduct code audits, testing, and data validation to ensure data accuracy and quality.

Desired Requirement:

• Google Analytics / GTM certification preferred

• Data Analytics certification preferred

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US

Business Unit
Universal Hierarchy Node

India

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

Accessibility and accommodation

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