

## Channel Governance Manager

Job ID  
REQ-10055167

7月 25, 2025

India

### 摘要

Accountable to optimize roadmap prioritization based on operational data, including level of effort/impact, value story design & analysis, use case/user story articulation, requirements gathering, JIRA documentation, process documentation, testing administration, navigate governance requirements, and maintaining the repository of project/gate administration.

### About the Role

Location - Hyderabad #LI Hybrid

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#### Key Responsibilities:

- Lead initiatives in marketing operations governance by establishing and enforcing frameworks that ensure compliance, scalability, and alignment with enterprise digital strategies.
- Define, implement, and maintain content and process standards across platforms and channels to ensure consistency, regulatory compliance, and brand integrity throughout the content supply chain.
- Develop and deliver high-impact presentations for internal stakeholders, leadership reviews, and enablement sessions, translating complex data and insights into clear, actionable narratives.
- Apply advanced data analytics techniques to synthesize operational performance, compliance, and user experience data, identifying inefficiencies and opportunities for process optimization.
- Oversee the content supply chain by coordinating with cross-functional teams to ensure timely creation, localization, and distribution of compliant marketing assets.
- Ensure all processes and deliverables adhere to pharma regulations, including MLR review standards, audit readiness, and documentation protocols.
- Manage JIRA workflows to ensure clear definition of done, user acceptance criteria, and traceability of value delivery across marketing technology initiatives.
- Prepare and align multiple data sources to uncover both obvious and non-obvious insights, supporting governance, automation, and optimization strategies.
- Visualize data using internal tools such as PowerBI to support decision-making, performance tracking, and stakeholder communication.
- Enable operational data democratization by implementing access controls, publishing dashboards, and promoting accountability across teams.
- Collaborate with various cross functional teams to present balanced recommendations that reflect insights from marketing technology governance, content standards, and regulatory compliance.

#### Essential Requirements:

- Full time degree (BA/BS)
- 7+ years experience in Channel Governance, Content Operations, Digital Operations, and Content Management Systems
- Extensive Experience in handling Omnichannel marketing campaigns.
- Experience working with technology partners to articulate requirements to build and connect APIs.
- Experience working with troubleshooting and optimizing large data sets and large language models.
- Experience using Microsoft tools including Power Automate.

#### Desired Requirements

- Expert-level data analyst with hands-on experience using PowerBI, Excel, and Python.
- Familiarity with new-generation technologies (Gen AI).

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部门  
US

Business Unit  
Universal Hierarchy Node

地点  
India

站点

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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