Manager, Campaign Solution Architect

Job ID REQ-10062705

10月 14, 2025

India

摘要

The Manager, Campaign Solution Architect is responsible for architecting new solutions within Marketing Cloud. The Solution Architect will gather all requirements, design the solution, and coordinate the build and QA of the solution

The Technical Architect is responsible for recommending solutions within Marketing Cloud. The Technical Architect will work with Novartis Technical teams to build the solution per the agreed upon blueprint/requirements including any out of the box configuration, custom code (e.g., AMPScript, JSON, etc) and will serve as the general technical expert on the platform.

About the Role

Location - Hyderabad #LI Hybrid

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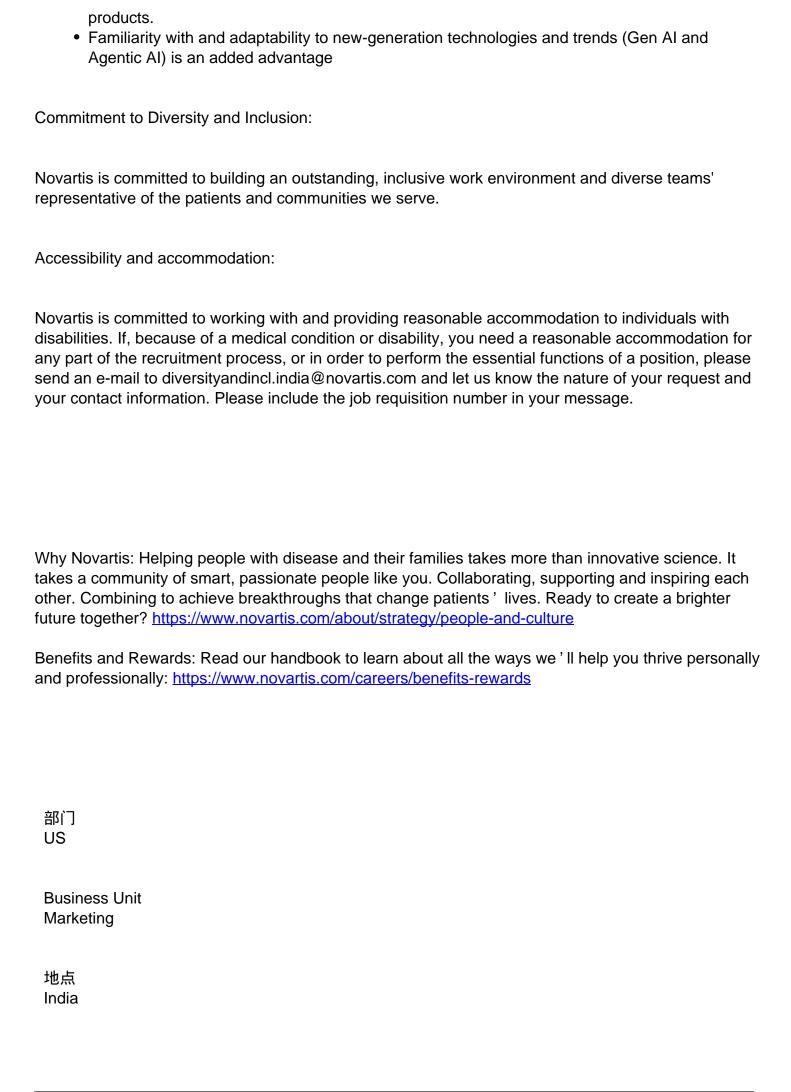
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Key Responsibilities:

- Conducts requirements gathering, blueprinting, and work with Novartis Technical teams to delivery of solutions and technologies to meet Customer's business goals and requirements.
- Create and update solution blueprint documentation
- Enhance overall solution design, data analysis, workflow, and reporting
- Support Customer with end-to-end testing of Cloud Page submissions or APIs from Customer hosted web forms e.g., Lead Gen/Enrollment pages
- Collaborate with Novartis Technical teams for any identified integration or platform implementation needs
- Work with Novartis Technical teams to build, test, and deliver the technical solution(s) identified in the Program Roadmap
- Work with Novartis Technical teams to develop custom features and other capabilities with Marketing Cloud Services and execute other technical projects as needed to align with the Program Roadmap
- Create automated campaigns
- Complete ad-hoc technical development and recommendations
- Support Customer with end-to-end testing of Cloud Page submissions or APIs from Customer hosted web forms e.g., Lead Gen/Enrollment pages
- Collaborate with Novartis Technical teams for any identified integration or platform implementation needs

Essential Requirements:

- BTech / Masters in Technology or Masters in Business Administration.
- 5+ Years of work experience in Salesforce Marketing Cloud Services architecture and projects. Overall, 10+ Years of hands-on experience in Salesforce Marketing Cloud Services
- Salesforce Marketing Cloud Certifications (e.g., Marketing Cloud Developer, Marketing Cloud Consultant) are required
- Proficient in AMPScript, JSON, and Marketing Cloud components (Email Studio, Journey Builder, Automation Studio, Cloud Pages, Data Extensions).
- Skilled in building and delivering Marketing Cloud solutions and translating business requirements into technical solutions.
- Effective teamwork with cross-functional teams.
- Strong diagnosis and technical issue resolution abilities.
- Excellent verbal and written communication skills, with the ability to explain technical details to non-technical stakeholders.
- Familiarity with GDPR and other data protection regulations.
- Experience in the pharmaceutical or healthcare industry and familiarity with other Salesforce



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
Apply to Job

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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.



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