

## Senior Manager, Business Analyst - Marketing Content Planning

Job ID  
REQ-10065818

11月 12, 2025

Ireland

### 摘要

Location: Dublin, Ireland #LI-Hybrid

Purpose of the role:

The Content Enablement Team vision is to provide by 2028, content technology that enables world-class creative and executional excellence.

We will do this by developing an industry-leading content ecosystem for planning, creating, managing and publishing impactful content.

This will allow us to:

- Enable a high-performance content lifecycle
- Make compliance effortless
- Provide an intuitive end-to-end experience
- Deliver best-in-class support and continuous product improvements

The Business Analyst works with Content Enablement business & IT stakeholders to understand existing backlog, use cases and requirements. The Business Analyst also gathers additional requirements from business & IT stakeholders.

## About the Role

### Major Accountabilities:

- Works together with the Product Owner, our stakeholders, and users to identify the problem to solve. Understand the desirability, feasibility, and viability of the problem
- Collaborate with business stakeholders to understand their requirements and identify opportunities for process improvement
- Conduct research to identify new technologies and methods to improve business processes
- Responsible for driving solutions with business independently
- Ensures that requirements and functional documents are created and maintained in a timely, comprehensive manner
- Translates the business needs to the development team to ensure we build the right thing and build it right
- Analyzes the feasibility of the requirements and identify product limitation. Works with the Product Owner to identify solutions
- Leverages Jira to create, maintain, extend, tag & refine Epics, and User Stories
- Participates in retrospective and planning sessions with product team and assist with requirement prioritization
- Provides expertise and guidance to the training and change team
- Analyses the value of feature released and adoption
- Helps define Objectives and Key Results (OKRs), KPIs, and dashboards relevant to the Product team and various stakeholders.

### What you ' ll bring to the role:

- University degree with an advanced degree in science and / or business preferred
- Full professional proficiency in English, any additional language is considered a plus
- 5+ years of experience in a digital product development team
- Solid experience with Agile methodologies, content marketing, digital asset management, and the end-to-end content lifecycle including planning, creation, authoring, and approvals
- Skilled in process design, implementation, and continuous improvement, consistently delivering high-quality work with minimal supervision
- Strong communication abilities with senior management, adept at managing issues, resolving

- conflicts, mitigating risks, and collaborating across time zones
- Proven track record of driving results and fostering collaboration across functions, cultures, and geographies within complex organizational environments

## 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>

Disclaimer\*: Some restrictions on flexible working options may apply and will be discussed during interview if applicable

## Benefits and Rewards:

Read our handbook to learn about all the ways we'll help you thrive personally and professionally:

<https://www.novartis.com/careers/benefits-rewards>

## Commitment to Diversity and Inclusion / EEO:

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

## Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to [diversity.inclusion@novartis.com](mailto:diversity.inclusion@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

## 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>

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部门  
US

Business Unit  
Marketing

地点  
Ireland

站点  
Dublin (NOCC)

Company / Legal Entity  
IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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## List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/careers/benefits-rewards>
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