AI Search & SEO Analyst

Job ID
REQ-10066910

12   02, 2025

Ireland

As part of the Digital Optimization team, the AI Search & SEO Analyst will play a key role in understanding the impact of AI Search and AI Overviews on Novartis brand websites and optimizing our web ecosystem for the evolving AI-driven search landscape.

This role requires in-depth knowledge of how large language models (LLMs) discover, interpret, and deliver information. It focuses on research, measurement, and insight generation to help brands improve visibility and performance in AI search environments.

About the Role

Key Responsibilities

- Analyse how Novartis brand websites appear across AI Search and AI Overview results.
- Conduct keyword, content, and technical audits to identify opportunities for visibility

improvement.
- Support development of a measurement framework to track AI-driven visibility and engagement.
- Monitor and benchmark AI visibility metrics for Novartis and competitors.
- Build dashboards and automated reports tracking KPIs (visibility, share of voice, CTR, conversions, AI win Rate etc) and deliver clear narratives to stakeholders on impact and next steps.
- Maintain data accuracy across dashboards and reporting systems (GA4, GSC, SEMrush, Looker Studio).
- Analyse large datasets from AI search platforms, web analytics, and other digital sources to identify trends, and growth opportunities.
- Play an active role to translate findings into actionable recommendations.
- Collaborate with marketing, analytics, and engineering teams to implement SEO and tagging enhancements.
- Stay current with AI Search trends, new tools, and emerging best practices.

Minimum Requirements

- Bachelor's degree in Marketing, Analytics, or a related field.
- 3+ years of experience in SEO, Web Analytics, or Digital Marketing.
- Hands-on experience with GA4, Google Search Console, SEMrush, and Looker Studio.
- Strong analytical skills with the ability to translate data into actionable insights.
- Curiosity and passion for understanding evolving AI-driven search experiences.
- Good understanding of pharmaceutical domain and data would be a plus

What You'll Gain

- Opportunity to shape Novartis' approach to **AI Search optimization**.
- Exposure to advanced tools like **Amplitude AI Visibility Tracker** and **Profound**.
- Work in a collaborative and innovative environment driving digital excellence.

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

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

US

Business Unit
Marketing

Ireland

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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