

## Senior Analyst, Content Analytics

Job ID  
REQ-10074226

4月 01, 2026

India

### 摘要

Novartis US IM Content enablement team is looking for a Senior Analyst professional who will develop analytics solutions for Martech content enablement products and deliver analytical dashboards and insights as needed.

The Content Enablement Team vision is to enable a seamless ecosystem which makes finding, creating, managing, and publishing content a competitive advantage for Novartis.

This is to be achieved via below core objectives:

- Building the Next Generation Content Enablement analytics by creating an efficient content journey.
- Enabling reusability of content across Novartis.

This role will be critical in co-creating data-driven decision-making insights across the Content Enablement products and the broader Marketing organization. This role will also be a key executional partner in the daily operations of the team's data and reporting capabilities as well as the implementation of new analytics solutions, enabling Novartis' broader efforts to become a more operationally efficient and data-driven organization.

## About the Role

Location - Hyderabad #LI Hybrid

## Job Description

### Major Accountabilities

- **Dashboard & Data Solutions:** Lead the end-to-end design, development, and deployment of dashboards and data products, ensuring they meet the evolving needs of platform and product teams.
- Supports and Mentors team members in creating data insights
- Works with the Product Owner to align the report solution with the strategic vision
- **Technical Aspects:** Ensuring best practices in data modelling, visualization, and reporting.
- **Quality Assurance:** Ensure data validation, troubleshooting, and resolution of data issues to ensure accuracy and reliability of reporting solutions.
- **Continuous Improvement:** Implement opportunities to enhance data infrastructure, reporting processes, and user experience.
- **Documentation & Training:** Develop and maintain comprehensive documentation and partner with the change team to create training materials to support users and promote data literacy.
- **Collaboration:** Partner closely with the Product team to align data solutions with strategic objectives and drive adoption.
- **Operational Excellence:** Own and manage allocated Jira tickets related to data and reporting, maintaining clear tracking and communication of progress.

### Education and Experience

- Bachelor's or master ' s degree in information technologies, Data Analytics, or a related field
- English (Native-level) - Must be able to communicate and understand complex concepts clearly and concisely
- 4+ years of experience in a Data analytics role (e.g. Data Engineer) in a large corporate or regulated environment.
- Proven track record of designing and implementing dashboards and data solutions (Power BI expertise needed). Strong technical skills in data modeling, ETL, and data visualization.
- Tools expertise required - SQL, PowerBI, QlikSense, Snowflake.

- Experience using JIRA or similar systems. Should be able to generate insights based on data and visualization along with strong presentation and storytelling skills.
- A Strong communication and stakeholder management skills.
- Ability to drive cross-functional collaboration and operate effectively across cultures and geographies.
- Problem-solving mindset and critical thinking skills, with the ability to deliver under tight deadlines.
- Knowledge of content life cycle management.

## Skills Desired

- Agility, Analytical Thinking, Brand Awareness, Business Analytics, Cross-Functional Collaboration, Digital Marketing, Marketing Strategy, Media Campaigns, Sales, Stakeholder Engagement, Stakeholder Management, Strategic Marketing, Waterfall Model, Dashboard reporting (PowerBI, QlikSense), Agile ways of working.

Why Novartis: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

### Commitment to Diversity and Inclusion:

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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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: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

部门  
US

Business Unit  
General Management

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

```
var config = { targetId: "kalturaplayer69d55ee9876c5724260639", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
```

```
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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 individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.india@novartis.com](mailto:diversityandincl.india@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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## analytics

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