

Senior Analyst - Marketing Platform Operations

Job ID
REQ-10080862

6月 22, 2026

India

摘要

Driving the future of data-led customer engagement, this role partners with commercial, digital, and brand teams to enhance HCP engagement through Salesforce Marketing Cloud and data-driven strategies. The role combines SFMC expertise, analytics, and consulting capabilities to translate campaign and customer insights into actionable recommendations, enabling smarter engagement decisions and measurable business impact across global healthcare markets.

Location: Hyderabad (Hybrid)

About the Role

Key Responsibilities:

- Manage and execute digital marketing campaigns using Salesforce Marketing Cloud including Email Studio, Journey Builder, Automation Studio, Contact Builder, and Data Extensions.
- Analyze campaign performance, customer engagement trends, and channel effectiveness

using data from SFMC and other available sources.

- Generate actionable insights and recommendations to improve customer engagement, campaign effectiveness, click-through rates, and overall digital performance.
- Translate business requirements into scalable SFMC solutions and recommend best practices for personalized customer journeys and audience targeting.
- Act as a consultant to business stakeholders by presenting insights, optimization opportunities, and data-backed recommendations in a clear and structured manner.
- Perform data analysis using Excel and other analytical tools to identify trends, gaps, segmentation opportunities, and engagement patterns.
- Build reports, dashboards, and performance summaries for stakeholders and leadership teams.
- Support audience segmentation, consent-based targeting, personalization strategies, and campaign optimization initiatives.
- Collaborate with cross-functional teams including business, brand teams, product teams, content, and operations to ensure seamless campaign execution.
- Ensure adherence to campaign governance, quality standards, compliance requirements, and operational processes.
- Identify opportunities for automation, innovation, and process improvements within digital marketing operations.
- Mentor junior team members and support knowledge-sharing initiatives within the team.
- **Essential Requirements:**
 - Bachelor's / Master's degree in Business, Technology, Engineering, Data Analytics, or related fields.
 - Overall, 3-7 years of experience in Salesforce Marketing Cloud (SFMC), Data Analytics, Campaign Operations, Digital Marketing Operations, or related Martech functions.
 - Strong understanding of working in a matrix and geographically dispersed environment, with the ability to collaborate effectively across business, technology, analytics, and operations teams.
 - Strong analytical mindset with proficiency in analyzing complex datasets using MS Excel, SQL, and SFMC reporting/data structures.
 - Skilled in presenting data-driven stories through dashboards, reports, charts, and presentations while clearly articulating business impact and optimization opportunities.
 - Strong communication, stakeholder management, presentation, and problem-solving skills with the ability to engage both technical and non-technical audiences.
 - Ability to work in a fast-paced environment and manage multiple priorities effectively.
 - Passion for staying updated with the latest trends in Salesforce Marketing Cloud, marketing technology, customer engagement strategies, analytics, and digital marketing innovations.
 - Healthcare / Pharma domain experience is preferred.
 - Salesforce Marketing Cloud Email Specialist certification is preferred, while exposure to Salesforce Data Cloud and AI capabilities will be considered an added advantage.
- **Desirable Requirements:**
 - Leadership & Soft Skills
 - Should be able to communicate in Spanish
 - Strategic thinker with an analytical mindset and strong problem-solving ability.
 - Excellent communication, storytelling, and presentation skills.
 - Ability to influence and work cross-functionally in an international matrix environment.
 - Growth mindset, and ownership orientation.

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>

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

部门
International

Business Unit
Marketing

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 kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a9ed13d50b40125450890", provider: { widgetId: "1Qm7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.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 } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.  
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise =  
thumbEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbEmbed() returns a  
Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to  
capture the player directly. thumbEmbedPromise .then(function(player) {  
window.kalturaPlayerVideos.push(player); // Notify kalturadatalayer.js that a new player is ready so  
it can // attach custom event listeners immediately, regardless of when // the user clicked the  
thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', {  
detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) {  
console.error(e.message) }
```

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