NOVARTIS

Data Insights Expert (Manager)

Job ID
REQ-10031117
Jan 15, 2025
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Summary

Position Overview:

Specialized in implementing and analyzing web analytical trends in the Pharma domain, also in leveraging Google Analytics 4 (GA4) and Google Tag Manager (GTM) to extract, analyze, and interpret data. Provide strategic insights and actionable recommendations to address business challenges and optimize digital strategies

About the Role

Responsibility

- GA4 Implementation and Configuration: Lead the implementation and configuration of GA4 data streams, events, and conversions tailored to the unique needs of stakeholders. Utilize GTM for advanced tracking implementations, ensuring accurate data collection and attribution modeling
- Data Extraction and Analysis: Extract and analyze GA4 data to uncover meaningful insights into user behavior, website performance, and campaign effectiveness. Employ advanced segmentation and cohort analysis techniques to deep dive into data and identify trends relevant to business objectives.
- Insights and Recommendations: Translate data findings into actionable insights and recommendations that drive business growth and optimize digital marketing strategies. Develop compelling stories through data visualization and narrative-building to communicate insights effectively to stakeholders.
- Business Problem Solving: Conduct in-depth analysis to understand and solve complex business problems, such as optimizing patient engagement, improving conversion rates, or enhancing digital marketing ROI. Collaborate with cross-functional teams to implement data-driven solutions and measure the impact of strategic initiatives.
- Pharma Domain Expertise: Apply specialized knowledge of web analytics within the Pharma industry, including regulatory compliance considerations, patient journey mapping, and healthcare data privacy. Stay updated with industry trends and regulatory changes that impact digital analytics and marketing strategies in Pharma.
- Reporting and Dashboard Creation: Design and develop custom reports, dashboards, and data visualizations in GA4 to monitor key performance indicators (KPIs) and track progress. Customize reporting formats to meet the needs of different stakeholders, from marketing teams to executive leadership.
- Continuous Learning and Development: Maintain GA (Google Analytics) and GTM certifications to stay abreast of the latest features and best practices in digital analytics. Proactively seek opportunities to enhance technical skills and domain knowledge through training, conferences, and industry networking.

Minimum Requirements:

- 5-8 years of experience in digital analytics with a focus on Google Analytics implementation and customization
- University degree in Computer Science, Information Management or significant work experience in similar subject areas.
- In-depth knowledge of Google Analytics, Google Tag Manager, and related tools.
- Strong analytical and problem-solving abilities, capable of conducting deep-dive analysis and deriving actionable insights from data.
- Ability to understand business challenges within the Pharma domain and translate them into measurable metrics and KPIs.
- Excellent verbal and written communication skills to articulate complex technical concepts and data insights clearly and persuasively.
- Proven ability to collaborate effectively with cross-functional teams and stakeholders to achieve common goals and drive business impact.
- GA and GTM certifications are required

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

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: https://talentnetwork.novartis.com/network

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

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IN10 (FCRS = IN010) Novartis Healthcare Private Limited
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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 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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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