

# Analytics Delivery Leader

Job ID  
REQ-10036015  
Jan 10, 2025  
Ireland

## Summary

As Analytics Lead, provide strategic direction and technical leadership to ensure effective tagging implementations. Collaborate with key stakeholders across marketing, analytics, and IT to align tagging strategies with business objectives. Develop and drive the overall tagging strategy to support data-driven decision-making and marketing optimization. You will provide strategic direction, technical leadership, and mentorship to the team to ensure the highest standards of data accuracy and operational efficiency.

## About the Role

### Key Responsibilities

- Lead the design and development of a scalable and efficient web analytics infrastructure, integrating multiple data sources and technologies.
- Collaborate with business stakeholders and identify key business questions and objectives that web analytics should answer.
- Develop and implement web analytics strategies, frameworks, and best practices to ensure accurate data collection, analysis, and reporting.
- Define and document data governance policies and procedures to ensure data quality, security, and compliance with regulations.
- Architect and implement data collection processes using various web analytics tools, such as Google Analytics, Adobe Analytics platforms.
- Collaborate with IT teams to ensure seamless integration of web analytics solutions with existing systems, databases, and website content management systems.
- Conduct regular audits and assessments of web analytics implementations, identifying gaps, errors, and opportunities for improvement.
- Define and track key performance indicators (KPIs) and metrics to measure the success of digital marketing campaigns and website performance.
- Provide technical leadership and guidance to the analytics team, ensuring alignment with the overall digital strategy and business goals.
- Stay updated with emerging trends and advancements in web analytics and data architecture, recommending and implementing innovative solutions to enhance analytics capabilities.

## Essential Requirements

- Proven experience (minimum 12- 15 years) in web analytics, data architecture, and technical leadership roles.
- Strong knowledge of web analytics methodologies, tools, and best practices, including expertise in Google Analytics or Adobe Analytics.
- Proficiency in data architecture, data modeling, and data warehousing concepts.
- Experience with tag management systems, such as Google Tag Manager or Tealium, and implementing custom event tracking and strong understanding of digital marketing channels, conversion tracking, A/B testing, and attribution modeling.
- Excellent problem-solving and analytical skills, with the ability to think strategically and provide data-driven insights.

## Desired Requirement

- Experience in managing and mentoring a team of analytics professionals is preferred.
- Relevant certifications, such as Google Analytics Individual Qualification (IQ) or Adobe Analytics certifications, are a plus.

**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>

Division

Operations

Business Unit

Universal Hierarchy Node

Standort

Irland

Site

Dublin (NOCC)

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Alternative Location 1

Hyderabad (Office), Indien

Alternative Location 2

INSURGENTES, Mexiko

Functional Area

Marketing

Job Type

Full time  
Employment Type  
Regular  
Shift Work  
No  
[Apply to Job](#)

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

Job ID  
REQ-10036015

## **Analytics Delivery Leader**

[Apply to Job](#)

---

**Source URL:** <https://uat2.novartis.de/de-de/careers/career-search/job/details/req-10036015-analytics-delivery-leader>

### **List of links present in page**

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Dublin-NOCC/Analytics-Delivery-Leader\\_REQ-10036015-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Dublin-NOCC/Analytics-Delivery-Leader_REQ-10036015-1)
5. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Dublin-NOCC/Analytics-Delivery-Leader\\_REQ-10036015-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Dublin-NOCC/Analytics-Delivery-Leader_REQ-10036015-1)