

Senior Analyst - Digital Analytics

Job ID
REQ-10042954
Mar 07, 2025
India

Summary

We are looking for a detail-oriented, astute Digital Marketing Analytics Analyst to join our growing organization. You will be tasked with analyzing our digital marketing efforts, identifying trends, uncovering insights and helping shape the strategic direction of our marketing campaigns.

Candidates must have 3+ years of overall experience, at least 2-3 years' experience on pharma datasets/digital marketing, good knowledge of data modeling and SQL, and robust technical problem-solving skills.

About the Role

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We are looking for a detail-oriented, astute Digital Marketing Analytics Analyst to join our growing organization. You will be tasked with analyzing our digital marketing efforts, identifying trends, uncovering insights and helping shape the strategic direction of our marketing campaigns.

Key Responsibilities:

- Manage digital analytics and reporting systems to track KPIs and marketing campaign effectiveness.
- Use data analytics to derive an understanding of customer behavior, apply segmentation and predictive methods to improve marketing effectiveness.
- Analyze digital marketing performance across various channels such as Email Marketing, social media, Display/Programmatic Banners and Content Marketing, and provide optimization recommendations.
- Interpret data, analyze results, and provide ongoing reports using statistical techniques and tools.
- Work closely with cross-functional teams to understand business challenges and provide data-driven solutions.
- Create visualizations of data through reports and dashboards to articulate data patterns and trends effectively.
- Assist in the process of designing and implementing key performance indicators and metrics, as well as in the tracking and analysis of these parameters to measure success and identify areas for improvement.

Essential Requirements:

- Bachelor's degree in marketing, Business, Statistics, or a related field. A master's degree is preferred.
- Candidates must have 4- 6 years of overall experience, at least 2-3 years' experience on pharma datasets/digital marketing, good knowledge of data modeling and SQL, and robust technical problem-solving skills.

- Expertise in using web analytics tools (especially Google Analytics), third party media, email marketing platforms etc.
- Strong analytical and problem-solving skills with a high-level attention to detail.
- Exceptional written and verbal communication skills, with the ability to translate complex data into actionable insights.
- Strong ability to think strategically, analyze, and interpret market dynamics and develop key industry insights.
- Proficient in statistical analysis tools (R, Python, or similar) and data visualization tools (Tableau, Excel, Power BI or similar).
- Ability to work independently and collaboratively in a team environment.

Desired Requirements:

- Proven experience as a Digital Marketing Analyst or similar role.
- Good knowledge on complex SQL, Python, Alteryx or related data management tools.
- Well versed with digital marketing landscape along with experience in working with pharma industry across Commercial and Marketing analytics.
- Use advanced analytics techniques such as A/B Testing, Hypothesis Testing, Supervised and Unsupervised classification techniques to provide data driven optimizations.
- Certification or training in relevant analytics or business intelligence tools is a plus.

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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

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