NOVARTIS

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.

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Division
Operations
Business Unit
Universal Hierarchy Node
Location
Ireland
Site
Dublin (NOCC)
Company / Legal Entity
IE02 (FCRS = IE002) Novartis Ireland Ltd
Alternative Location 1
Hyderabad (Office), India
Alternative Location 2
INSURGENTES, Mexico
Functional Area
Marketing
Job Type

Full time
Employment Type
Regular
Shift Work
No
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