

Associate Director, Salesforce Marketing Cloud (Architect)

Job ID
REQ-10042702
Jul 04, 2025
Spain

Summary

The Associate Director, Salesforce Marketing Cloud (Architect) major accountability is to effectively transform the business requirements into an IT solution design specification, ultimately leading to meeting the customer expectations on Novartis IT eco system through Salesforce Marketing Cloud Studio, Marketing Cloud Personalization (MCP), and Marketing Cloud Intelligence (MCI) while assuring solutions are safe, reliable, scalable, flexible and cost effective

About the Role

Major accountabilities:

- Collaborate with stakeholders to understand business requirements and develop detailed integration strategies and roadmaps.
- Help scoping of requirements to meet business needs
- Lead the design and architectural setup for project/program in regards to Salesforce Marketing Cloud components including MCI, MCP, MCE, Data cloud etc
- Develop and manage scalable and reusable marketing cloud solutions that align with business goals.
- Ensure that the Marketing Cloud architecture integrates seamlessly with other organizational systems and platforms.
- Oversee the technical setup, configuration, and ongoing management of Marketing Cloud instances.
- Establish best practices in coding, design, and data management within Salesforce Marketing Cloud.
- Conduct technical reviews and audits to ensure platform integrity and performance.
- Design and implement data integrations between Salesforce Marketing Cloud and other business systems such as CRMs, data warehouses, and external API services.
- Leverage Marketing Cloud Intelligence (MCI) to design comprehensive reporting and analytics frameworks that provide insights into campaign performance.
- Guide to develop dashboards and reports that help stakeholders understand customer behaviour, engagement metrics, and ROI.

ROLE REQUIREMENTS

- Bachelor's degree in computer science, Information Technology, Marketing, or a related field.
- Must have experience in 2-3 components of Salesforce Marketing Cloud such as MCI, MCP, MCE, Data cloud
- 8+ years of experience in solution design and development along with 3+ years of experience as integration architect

- Proven track record in large, preferably global, multi-team projects dealing with complex process areas and business groups
- Ability to operate in matrix organization with diverse groups of stakeholders

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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?
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Division

Operations

Business Unit

CTS

Location

Spain

Site

Barcelona Gran Vía

Company / Legal Entity

ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.

Functional Area

Technology Transformation

Job Type

Full time

Employment Type

Regular

Shift Work

No

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