NOVARTIS

Tagging Senior Analyst

Job ID
REQ-10051954
Jun 22, 2025
India

Summary

We are looking for an experienced and highly skilled Web Tagging Senior Developer specializing in web analytics tags and pixels. The ideal candidate will have extensive experience with Tag Management Systems (TMS) such as Google Tag Manager. You will be responsible for implementing, managing, and optimizing web analytics and marketing tags across our digital properties. You will also provide technical leadership and guidance on best practices for tag management and data collection.

About the Role

Key Responsibilities:

•Create custom triggers within Google Tag Manager to capture specific user interactions, events, and data points that are essential to our tracking requirements

•Write JavaScript and HTML code for tag implementation

•Debug and resolve tracking issues via console and inspecting the source code

•Ensure the data layer on our website is properly structured to support the triggers and data collection

•Rigorously test the triggers to ensure accuracy and reliability in capturing the desired user interactions and events

•Troubleshoot and resolve any issues or conflicts that may arise during the implementation and testing process

•Collaborate with our development team to ensure seamless integration of the triggers into our website

•Maintain the GTM platform and manage the account structure, access, container capacity, RegEx tables, and custom third-party tags

•Modify the JavaScript and HTML code to enhance the existing feature tracking

•Communicate with third-party vendors for custom tag installation; support of the ongoing relationships vital for code and tag integrations and monitoring

Essential Requirement:

•2+ years of hands-on experience with Google Tag Manager, JavaScript, and Google Analytics

•Proficiency in creating custom triggers, tags, and variables within GTM

•Knowledge of JavaScript and HTML for custom code implementations

•Experience in managing analytics for a high-volume of GA properties

•Knowledge of the data layer and data engineering implementation

•Experience with the implementation of Google Analytics via Google Tag Manager in brand-new properties with no prior tracking installed

•Mastery of Google Analytics including: the ability to create goals and understand event tracking strategies, comfort changing GA settings to improve data collection, understanding user permissions and analytics set up for multiple properties into groups or clusters for aggregation and the ability to set up cross-channel conversion tracking with third party technology

 Desired Requirement

•Google Analytics / GTM certification preferred

•Data Analytics certification preferred

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Accessibility and accommodation

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