

# Deliverability Consultant, Campaigns (SFMC)

Job ID

REQ-10055166

Jun 19, 2025

India

## Summary

Expert in Marketing Cloud technology, providing end-to-end operational support and strategic advice on email deliverability. Leveraging extensive experience in marketing automation, ensure that email campaigns not only reach their intended audience but also adhere to best practices and regulatory standards to optimize engagement and effectiveness.

## About the Role

**Location – Hyderabad #LI Hybrid**

### About the Role:

Expert in Marketing Cloud technology, providing end-to-end operational support and strategic advice on email deliverability. Leveraging extensive experience in marketing automation, ensure that email campaigns not only reach their intended audience but also adhere to best practices and regulatory standards to optimize engagement and effectiveness.

### Key Responsibilities:

- **Email Authentication:** Enable SPF, DKIM, and DMARC at the account with IT support collaboration to ensure email authenticity by collaborating with DNS teams.
- **IP Warming:** Execute gradual IP warming strategies to build and maintain a strong sender reputation.
- **Reputation Management:** Monitor sender scores and manage blacklist issues to maintain high deliverability rates.
- **Deliverability Monitoring:** Conduct detailed analysis of bounce rates, complaint rates, and other deliverability metrics to identify and resolve issues.
- **Content and Design Best Practices:** Ensure email campaigns adhere to design best practices and legal requirements, enhancing their effectiveness and compliance.
- **Data Quality and List Management:** Recommend and implement strategies for segmentation, personalization, and data hygiene to increase user engagement.

### Essential Requirements:

- BTech / Masters in Technology or Masters in Business Administration.
- Overall, 4+ years of hands-on experience in Salesforce Marketing Cloud, especially within SFMC Campaigns with Email Specialist certification required.
- Extensive experience in Marketing Cloud technology and marketing automation.
- Proficient in setting up and managing email authentication protocols (SPF, DKIM, DMARC). Skilled in IP warming strategies.

- Strong capabilities in monitoring and managing sender reputation, including blacklist issues.
- Expertise in analyzing deliverability metrics and resolving related issues.
- Knowledgeable in email content and design best practices, as well as compliance with legal standards.
- Focused on maintaining high data quality and effective list management techniques, including segmentation and personalization.
- Familiarity with GDPR and other data protection regulations.
- Good understanding of the pharmaceutical commercial data landscape and commercial processes.
- Familiarity with and adaptability to new-generation technologies and trends (Gen AI and Agentic AI) is an added advantage.

### **Commitment to Diversity and Inclusion:**

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

### **Accessibility and accommodation:**

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Division

US

Business Unit

Universal Hierarchy Node

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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