

# Senior Analyst

Job ID  
REQ-10047939  
May 07, 2025  
India

## Περίληψη

-Provide analytics support to Novartis internal customers (CPOs & Regional marketing and sales teams) on various low-medium complexity analytical reports. -Support and facilitate data enabled decision making for Novartis internal customers by providing and communicating qualitative and quantitative analytics. -Support GBS -GCO business in building practice by involving in various initiatives like knowledge sharing, on-boarding and training support, support team lead in all business related tasks / activities, building process documentation and knowledge repositories -To be an integral part of a comprehensive design team responsible for designing promotional marketing materials.

## About the Role

Position – **Senior Analyst – MarTech Operations**

Location – Hyderabad #LI Hybrid

### About the Role:

The Martech Operations Sr. Analyst will be providing both strategic and operational support to internal customers - namely our regional marketing and sales teams across various marketing technology programs and products. The responsibilities encompass managing multiple platforms and products, ensuring their optimal utilization and seamless operation.

This individual will use a detailed understanding of data flows across assorted Martech platforms to streamline processes for optimized efficiency and business outcomes. The incumbent will also drive the evolution and adoption of new platform features among stakeholders.

Additionally, the Martech Operations Sr. Analyst will leverage the existing platform infrastructure effectively to facilitate various business processes. They will also contribute to the growth of the Martech business practices through knowledge sharing, providing training support, aiding team leads with business-related tasks, and developing comprehensive process documentation and knowledge repositories.

This challenging yet rewarding role calls for a dynamic individual who enjoys managing multiple platforms, proposing and driving new features, and leveraging platform infrastructure for efficient business operations. The contribution of the Martech Operations Sr. Analyst will be essential for harnessing the true potential of Martech products within our organization, thus ensuring our position as a market leader.

### Your responsibilities include, but are not limited to:

- Able to manage programs / projects using Agile principles (either Scrum / Kanban) and drive efficient

operations.

- Ensure seamless integration of MarTech platforms to support a unified customer engagement ecosystem.
- Identify and implement best practices for platform utilization, driving operational efficiency and scalability.
- Stakeholder Engagement - Builds relationships with key stakeholders and seeks to understand their priorities. Creates rapport and builds trust by establishing common ground, showing empathy, acting with integrity, being reliable and responsive.
- Business mindset - Proposes changes to maximize business benefits. Collaborates in own team and cross functionally to maximize business benefits. Keeps others informed.
- Digital and Technology - Systematically advances the application of digital and technology solutions with stakeholders. Contributes to and rigorously executes digital and technology strategy. Focuses investments on best solutions.

### **Essential Requirements:**

- Communicates clearly and keeps others informed on business topics. Collaborates with Novartis colleagues to develop a shared understanding of what creates value for internal Novartis stakeholders.
- Adhere structured project management approach with appropriate documentation and communication throughout the delivery of services
- Create and maintain standard operating procedures (SOPs), quality checklists that will enable excellent quality outputs for all outputs within the function
- Ability to manage multiple stakeholders and Pharmaceutical industry domain knowledge. Subject matter expertise (SME) in MarTech tools, including CRM, (marketing automation, web, and content management is plus)
- Ability to provide efficient, timely, reliable, and courteous service to country business team. Ability to effectively present information
- Comply with all internal functional operating procedures like time tracking, KPI tracking and reporting, and other internal systems and processes

### **Desirable Requirement:**

- Education: Pharma / Science /Engineering /Math / Statistics with post-graduation.
- Minimum of 5+ years' experience in CRM, Salesforce with strong focus on stakeholder engagement. Excellent written and verbal skills. Strong interpersonal and emotion quotient. Third Party (Customer/Vendor/Buyer) & Liaison Management. Certified CRM admin,
- Hands on to Excel, SQL, Dataluku, Alteryx and PowerBI is preferable
- Strong and proactive business results-focus, and proven ability to provide insights that increase productivity

Why Novartis:

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our

associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

#### 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

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](mailto: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

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

**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? <https://www.novartis.com/about/strategy/people-and-culture>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

**Benefits and Rewards:** Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

Τομέας

US

Business Unit

Universal Hierarchy Node

Τοποθεσία

India

Τοποθεσία

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  
[Apply to Job](#)

## 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](mailto: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.

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

Job ID  
REQ-10047939

## Senior Analyst

[Apply to Job](#)

---

**Source URL:** <https://prod1.novartis.com/gr-el/careers/career-search/job/details/req-10047939-senior-analyst>

### List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://www.novartis.com/careers/benefits-rewards>
3. <mailto:diversityandincl.india@novartis.com>
4. <https://talentnetwork.novartis.com/network>
5. <https://www.novartis.com/about/strategy/people-and-culture>
6. <https://talentnetwork.novartis.com/network>
7. <https://www.novartis.com/careers/benefits-rewards>
8. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Hyderabad-Office/Senior-Analyst\\_REQ-10047939](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Senior-Analyst_REQ-10047939)
9. <mailto:diversityandincl.india@novartis.com>
10. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Hyderabad-Office/Senior-Analyst\\_REQ-10047939](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Senior-Analyst_REQ-10047939)