

# Tagging Analyst

Job ID  
REQ-10051955  
Jun 22, 2025  
India

## Summary

We are looking for an experienced and highly skilled Web Tagging 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:

- 1+ 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

**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>

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

[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-10051955

## Tagging Analyst

[Apply to Job](#)

---

**Source URL:** <https://prod1.novartis.com/ie-en/careers/career-search/job/details/req-10051955-tagging-analyst>

### List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Hyderabad-Office/Tagging-Analyst\\_REQ-10051955-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Tagging-Analyst_REQ-10051955-1)
5. <mailto:diversityandincl.india@novartis.com>
6. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Hyderabad-Office/Tagging-Analyst\\_REQ-10051955-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Hyderabad-Office/Tagging-Analyst_REQ-10051955-1)