NOVARTIS

Tagging QA Analyst

Job ID
REQ-10051956
Jul 20, 2025
India

Summary

We are seeking a meticulous and detail-oriented Web Tagging Quality Analyst to ensure the accuracy and reliability of our web analytics and marketing tags. The successful candidate will be adept at using Tag Management Systems (TMS) such as Google Tag Manager to test, validate, and audit tagging implementations

About the Role

Key Responsibilities:

•Work closely with the analytics and marketing teams to provide insights derived from web tagging.

•Work on Web tagging implementation

•Implement and manage web analytics tools such as Google Analytics, Adobe Analytics, and other relevant platforms.

•Develop and maintain a robust tagging strategy using tools like Google Tag • Manager, Adobe Launch, or Tealium.

•Ensure the precise setup and configuration of analytics to capture essential data points.

•Utilize advanced analytics techniques such as attribution modeling, predictive analytics, and customer lifetime value analysis.

•Design and execute A/B and multivariate testing to optimize website elements and marketing campaigns.

•Stay current with the latest trends, tools, and techniques in digital analytics and data science.

Essential Requirement:

•Minimum 3 years in web analytics, tag management, and quality analysis, with proficiency in Google Tag Manager and other TMS tools.

•Strong understanding of web analytics methodologies, tools, and best practices, including proficiency with Google Analytics, Adobe Analytics, and similar platforms.

•Solid knowledge of HTML, CSS, JavaScript, and other web development languages and frameworks is a plus.

•Experience in conducting tag audits and troubleshooting tag issues to ensure data accuracy and integrity.

•Excellent attention to detail and organizational skills with a focus on accuracy and quality.

•Experience with tag auditing tools such as Google Tag Assistant or Observe Point is highly desirable.

 Desired Requirement:

•Certifications in relevant areas such as Google Analytics Individual Qualification (IQ) and proficiency in Google Tag Manager

•Proficient in using project management software and analytics tools (e.g., JIRA).

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

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

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