

Campaign Tagging Lead

Job ID
REQ-10046431

Apr 15, 2025

Ireland

Summary

We are seeking a Team Lead for our Campaign Tagging team with expertise in campaign tagging, UTM link metrics, and tagging strategy implementation.

This senior role requires strong leadership, team management, and cross-functional collaboration.

To succeed in the role, you should be proficient in tagging tools like Claravine and have a solid understanding of marketing channels.

About the Role

Key Responsibilities:

- Develop and implement advanced tagging strategies to measure and optimize campaign performance while ensuring consistent tracking methods across all marketing channels.

- Lead and mentor the campaign tagging team, fostering professional growth and continuous improvement.
- Act as Deputy Product Owner, prioritizing product features and aligning tagging strategies with business goals.
- Train teams, agencies, and external partners on tagging best practices, including Claravine, to facilitate effective workflows.
- Generate and manage UTM codes across all marketing channels to capture detailed visitor metrics using platforms like Google Analytics, ensuring compliance with best practices.
- Oversee quality assurance checks for email proof copies related to SFMC, HQE, and RTE campaigns, troubleshooting issues to minimize disruptions.
- Collaborate with agencies and vendors to align campaign tagging requirements and ensure smooth execution of tagging workflows. Utilize marketing automation tools (SFMC/HQE, RTE, third-party emails) to deploy campaigns and improve channel effectiveness.
- Manage multiple projects, ensuring timelines, resources, and deliverables meet high-quality standards while streamlining campaign setups.

Essential requirements:

- 8+ years of experience in Campaign or media program management.
- Proven experience in campaign tagging and UTM link metrics, with proficiency in tools like Claravine.
- Proven track record of implementing tagging strategies across various marketing channels.
- Strong understanding of marketing campaign setup processes and best practices.
- Strong leadership & team management skills.
- Detail-oriented with a passion for accuracy and integrity.
- Strategic thinker with a focus on delivering results.
- Excellent communication skills with the ability to present ideas and train cross functional teams and stakeholders.

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部門
US

部門
Universal Hierarchy Node

国
Ireland

勤務地
Dublin (NOCC)

Company / Legal Entity
IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area
Marketing

職種
Full time

雇用形態
Regular

Shift Work
No

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