

# 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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Division

US

Business Unit

Universal Hierarchy Node

Location

Ireland

Site

Dublin (NOCC)

Company / Legal Entity

IE02 (FCRS = IE002) Novartis Ireland Ltd

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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