

# Salesforce Marketing Cloud Architect( MCP OR MCI , Data Cloud)

Job ID  
REQ-10007443  
Dec 03, 2024  
India

## Summary

Location: Hyderabad

The Marketing Cloud Technical Design Architect's major accountability is to effectively transform the business requirements into an IT solution design specification, ultimately leading to meeting the customer expectations while assuring solutions are safe, reliable, scalable and flexible and will be part of our "Customer Engagement Platforms – Digital Marketing" team in Novartis DDIT.

## About the Role

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

- Actively contribute to professional and reliable technology delivery for business systems, platforms, and processes for business domain/function(s) in scope.
- Partner with business customers and TT Strategic Business Partners for demand analysis, solution proposal/evaluation, and funding estimates.
- Deliver and partner in professional Rapid-Prototyping and Demand engagements to enable partners to understand how the platform ecosystem capabilities can fulfil the business needs. Actively contribute to on time, within budget, compliant, secure, and quality delivery of portfolio/ respective engagements.
- Effectively engage with the chosen SI Partner(s) and collaboratively strive to deliver business value. Ensure enterprise grade and innovative Solution Design and Architecture with improving re-usability, configurability and scalability. Ensure top class and innovative engineering delivery, code management, DevSecOps management, automation and strive for highest efficiency.
- Run efficient DevSecOps for platforms, products, or systems ensuring availability and optimal performance in line with the specific role.
- Follow industry trends and emerging practices to drive agility, speed, efficiency, and effectiveness. Ensure the overall user experience is taken into account when designing deploying new solutions and services.
- Ensure adherence to Security and Compliance policies and procedures as well as with other Novartis guidelines and standards.
- Effectively engage with the chosen SI Partner(s) and collaboratively strive to deliver business value.

## Minimum Requirements

- University degree in business/technical area or equivalent with 8+ years of experience in a Solution Design or equivalent role with 3 of those years' experience in Salesforce Marketing Cloud. Marketing

Cloud certifications would be an advantage.

- Significant experience in a similar role with a proven track record in managing Global and large-scale Marketing Automation projects with strong practical development knowledge of Salesforce Marketing Cloud, Marketing Cloud Integrations, Integration Design, Data Modelling, AMPScript, SQL and Data Mapping. HTML and CSS would be an advantage.
- Conceptual knowledge of Marketing automation and Campaign Design, Identify resolution, Customer Intent funnel, Programmatic and Predictive Personalization
- Proven capacity to respond to changes which impact the program, deal with uncertainty and proactively resolve issues to deliver the best possible outcome while working under tight timelines without compromising quality.
- Knowledge of tools which integrate with Marketing cloud such as Data Cloud, CDP, MCP, MCI, Google Analytics, Salesforce CRM, MDM, Snowflake, etc.
- Proven track record in large, preferably global, multi-team projects dealing with complex process areas and business groups with experience in a Life Science or highly regulated environment an advantage.
- Highly dependable, outstanding attention to detail and strong follow-up skills with excellent organizational, interpersonal, communication, presentation and writing skills with ability to work with others in a high paced, fluid, multi-cultural and multi-disciplinary team and operate in matrix organization with diverse groups of stakeholders

Why consider 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!

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

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Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?

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**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

Operations

Business Unit

CTS

Location

India

Site

Hyderabad (Office)

Company / Legal Entity

IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area

Technology Transformation

Job Type

Full time

Employment Type

Regular

Shift Work

No

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