NOVARTIS

Technical Producer

Job ID
REQ-10044273
May 05, 2025
India

Summary

The Technical Producer is accountable for ensuring all emails are developed as per SF standards and as per the FUSE verified PDF. Contributes towards email development best practices, design guidelines and creation and maintenance of re-usable email component libraries.

About the Role

Your responsibilities include but not limited to:

- Reviews the handed off working files, personalization metadata to confirm technical feasibility for email development.
- Develops email assets as per the provided working files and FUSE verified PDFs. Responsible for ensuring SFMC email standards and compatibility with in-scope email clients.
- Create HTML paste emails using HTML and inline CSS
- Accountable for QA of developed email assets.
- Follows existing best practices & set standards, and suggests improvements as observed.
- Leverage SFDC tools and scripting languages to deliver highly dynamic and personalized content
- Assist with the execution of sophisticated email campaign sends. Collaborates with SA / TA to resolve email related technical issues during litmus / segmentation proofing for complex email assets.
- Creates and updates content builder blocks or HTML library for frequently used email components.

Essential Requirements:

- 4+ years' experience working in email marketing content build process with leading digital marketing platforms.
- Very good knowledge and practical experience of SFMC.
- SFMC Email Specialist / Developer Certification is a must.
- Proficient knowledge in HTML, HTML5, CSS3, Java Script, Responsive and jQuery Plugins.
- Proficient in trouble shooting Cross-browser, Cross device, and OS compatibility issues.
- Excellent exposure on Adobe Creative Cloud Suite (Photoshop, XD, InDesign, and Dreamweaver) and other design software e.g. Figma. Must have.
- Knowledge in other campaign mailer platforms such as Marketo, Eloqua, Poppulo, and Adobe Campaign is a plus.
- Excellent written and Oral communication skills.

Desirable Requirement:

- Good to have node.js, react.js, and angular
- Good to have PHP, MySQL, and XAMPP server.
- Good to have Pharma industry and Captive Production experience.

Why 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! Learn more here: https://www.novartis.com/about/strategy/people-and-culture

You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. https://www.novartis.com/careers/benefits-rewards

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

Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: https://talentnetwork.novartis.com/network.

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 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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