NOVARTIS

Tagging lead (Web and Campaign)

Job ID
REQ-10031827

1   16, 2025

India

This role is for an experienced and detail-oriented Web and Campaign Tagging Operations Lead to oversee the end-to-end tagging processes for both web and marketing campaigns, responsible for overseeing the implementation and management of web analytics and marketing tags across all digital platforms. This role involves leading a team of tagging specialists and optimizing tagging processes to support data-driven decisions. The ideal candidate will have a strong background in tag management systems, website and media campaigns and also understand web and campaign analytics, coupled with excellent leadership and collaboration skills.

About the Role

Key Responsibilities:

•Lead and manage the tagging operations team, providing direction, oversight, and mentorship.

- Develop and implement robust processes for web and campaign tagging to ensure data quality and operational efficiency.

- Collaborate with stakeholders from marketing, analytics, development, and IT to align tagging operations with business objectives.

- Support Leadership with Operational Reporting and Decision making.

- Lead, mentor, and manage the tagging team, providing guidance and support to ensure high performance.

- Set clear goals and objectives, monitor progress, and conduct regular performance evaluations.

- Foster a collaborative and inclusive team environment, encouraging continuous learning and professional growth.

- Act as the primary point of contact for all tagging-related inquiries and issues.

- Facilitate communication between departments to ensure tagging requirements are understood and implemented correctly.

- Work closely with marketing, product, and development teams to integrate tagging solutions seamlessly.

- Conduct training sessions and workshops to educate stakeholders on the importance of tagging and data integrity.

- Manage relationships with third-party vendors and tool providers for tagging and analytics solutions.

- Evaluate and recommend new tools and technologies to enhance the tagging infrastructure.

Essential Requirement

- Around 12 – 15 years of experience in managing and mentoring a team of Tagging and analytics professionals is preferred.

- Experience in tag management, web analytics, or digital marketing.

- Proficiency in tag management systems (e.g., Google Tag Manager, Tealium).

- Strong analytical skills and proficiency in debugging tools (e.g., Google Tag Assistant, Chrome Developer Tools).

- Excellent leadership, communication, and collaboration skills.

- Ability to manage multiple projects and priorities in a fast-paced environment.

- Oversee Jira tasks and reporting

Desired Requirement

- Continuously seek opportunities to enhance tagging processes, methodologies, and tools for greater efficiency and data accuracy.
- Propose and implement innovative solutions to improve the tagging infrastructure and keep the organization at the forefront of data collection practices.

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

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

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

Operations

Business Unit
CTS

India

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.

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

Job ID
REQ-10031827

Tagging lead (Web and Campaign)

Apply to Job

List of links present in page

1. https://www.novartis.com/about/strategy/people-and-culture
2. https://talentnetwork.novartis.com/network

3. https://www.novartis.com/careers/benefits-rewards
4. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Tagging-lead--Web-and-Campaign-REQ-10031827-1
5. mailto:diversityandincl.india@novartis.com
6. https://novartis.wd3.myworkdayjobs.com/en-US/NovartisCareers/job/Hyderabad-Office/Tagging-lead--Web-and-Campaign-REQ-10031827-1