# Technical Lead, Marketing Cloud Intelligence

Job ID
REQ-10036008

1 10, 2025

Ireland

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## About the Role

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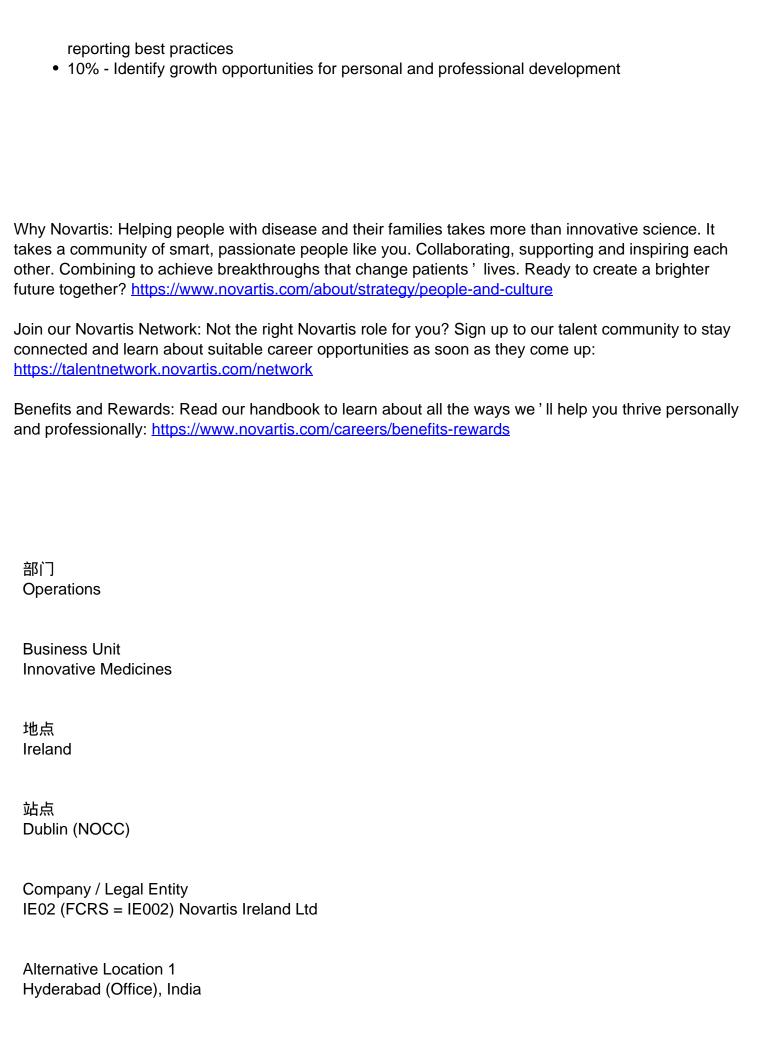
## Key Responsibilities:

- Help internal customers to identify key metrics to support business goals, and how to gather the data supporting those metrics
- Architect and design salesforce solutions using Marketing Cloud Intelligence (Datorama) while maintaining scalable and efficient solutions for business needs
- Conduct feasibility studies, defining new data streams in MCI, and ensuring timely data refresh cycles
- Liaise with cross-functional teams, feasibility check in MCI, and develop new reporting capabilities while overseeing build of new optimization reports.
- Work with and train business users to help developers to build effective data ingestion pipelines; data models and visualizations
- Have deep technical skills to be able to explain tool capabilities and dig into the specific functions of tools, as well as its interoperability across technical, martech and adtech systems
- Provide requirements for visualizations to data analysts for them build reports and dashboards that best present the key metrics
- Based on experiences in developing strategies, develop best practices and processes for metrics, data management, and/or data visualization where possible; continuously stay up-to-date on Salesforce releases and updates
- Be able to manage direct and indirect reports as needed, working in a matrixed global organization

## Essential Requirements:

- Minimum of 7 – 10 years of business experience in analytics, consulting and/or enterprise software experience is required, including demonstrated ability of stakeholder management
- Minimum of 5+ years' experience in Salesforce with strong focus solution architect
- Proficient in Datorama, Salesforce configurations, and Marketing Cloud
- Excellent written and verbal skills. Strong interpersonal and analytical skills
- Ability to provide efficient, timely, reliable, and courteous service to customers. Ability to effectively present information
- Demonstrated knowledge of the Data Engineering & Business Intelligence ecosystem
- Salesforce MCI certification. Other SF platforms viz app building PD1, PD2 etc
- Familiarity with AppExchange deployment, Flow, Aura component and Lightning Web component will be a plus

## Percentage of work:

- 25% - Direct internal customers interaction, gathering requirements, communicating progress, and providing deliverables
- 25% - MCI development - spend time identifying appropriate data streams, metrics, data model architecture to attain the business objectives
- 25% - Direct opportunities for reporting & insights projects leveraging Salesforce reporting tools such as Marketing Intelligence, CRM Analytics and Qlik, along with data engineering platforms such as Snowflake, Databricks, SF Data Cloud, Google Cloud, AWS and Azure, and ETL tools like Mulesoft.
- 15% - Provide thought leadership to be used to create additional conversation around

     reporting best practices
- 10% - Identify growth opportunities for personal and professional development

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Operations

Business Unit
Innovative Medicines

Ireland

Dublin (NOCC)

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

Alternative Location 1
Hyderabad (Office), India

Alternative Location 2
INSURGENTES, Mexico


Functional Area
Marketing


Job Type
Full time


Employment Type
Regular


Shift Work
No


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representative of the patients and communities we serve.

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