NOVARTIS

Manager, Metadata Specialist

Job ID
REQ-10091863
Ноя. 05, 2026
Индия

Сводка

The Metadata Manager within the MarTech Product Management team will serve as a key operational contributor responsible for ensuring accuracy, completeness, and compliance of marketing metadata across brands and channels. This role ensures consistent application of metadata standards, supports campaign tagging needs, and maintains established processes aligned with governance expectations and SLAs.

This role will collaborate with marketing, brand teams, and operations partners to support metadata workflows, validate tagging structures, and help ensure a smooth transition of metadata operations as responsibilities move into our team. Strong analytical capability, attention to detail, and comfort working in global, multi-stakeholder environments are essential.

About the Role

Location – Hyderabad #LI Hybrid

Key Responsibilities:

- Collect, validate, and document business and metadata requirements to support campaign onboarding and ongoing updates.
- Apply and maintain standardized taxonomy, naming conventions, and tagging structures across marketing programs.
- Perform quality assurance checks on metadata inputs and tagging deliverables to ensure completeness, accuracy, and adherence to governance standards.
- Ensure all operational tasks meet established SLAs and internal quality expectations.
- Identify metadata inconsistencies or gaps and coordinate with stakeholders to resolve issues.
- Support knowledge transition activities by documenting processes, workflows, and best practices as the metadata function is fully transitioned.
- Coordinate with agency, partner, and vendor teams to ensure alignment to metadata standards and operational guidelines.
- Collaborate with cross-functional teams (product, brand, analytics, operations) to ensure metadata supports reporting, insights, and downstream system needs.
- Maintain strong communication and relationships with internal teams and agency partners to drive smooth operations and timely deliverables.
- Provide operational oversight to partners, ensuring adherence to metadata quality expectations and process requirements.
- Identify opportunities to streamline metadata workflows, enhance efficiency, and improve quality; propose actionable solutions.
- Support training and onboarding for teams needing guidance on metadata processes and operational standards.
- Demonstrate strong negotiation, problem-solving, and interpersonal skills while working across regions and time zones.
- Ensures delivery of efficient and high-quality deliverables.
- Hands-on experience with Power BI for dashboard creation, data visualization, and reporting is a good-to-have skill.

Essential Requirements:

- Minimum 5+ years of experience in marketing operations, campaign management, metadata governance, or related fields in Pharma or LifeSciences
- **Education**: Bachelor’s degree in Business Administration or in Computer engineering or other related field.
- Strong analytical, documentation, and operational skills, with proven attention to detail.
- Experience working with tagging/taxonomy frameworks, structured data, or marketing execution processes.
- Demonstrated ability to work with cross-functional teams and manage operational workflows in a fast-paced, multi-market environment.
- Strong communication, stakeholder management, and presentation skills.
- Power BI hands-on experience for reporting and visualization is preferred.
- Track record of operational excellence, meeting SLAs, and improving processes.
- Marketing Strategy
- Metadata Operations
- Campaign Management

Certifications:

Certifications related to marketing operations, digital marketing, metadata management, or campaign governance are an advantage.

Languages:

- Fluent English (both written and verbal)

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General Management
Место
Индия
Сайт
Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

Accessibility and accommodation

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