NOVARTIS

Manager, Metadata Specialist

Job ID
REQ-10091863
Nov 05, 2026
LOC_IN

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)

Role Requirements

Division
DIV_IU
Business Unit
General Management
Location
LOC_IN
Site
Hyderabad (Office)
Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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