NOVARTIS

Data Integrated Insights Associate

Job ID
REQ-10085278
Nov 09, 2026
LOC_AR

About the Role

Major Accountabilities

- Provide embedded, brand-level insights support, translating data into actionable inputs for brand planning, execution and performance optimization.
- Serve as the day-to-day Integrated Insights contact for one or more brands within the agreed scope.
- Translate key business questions into structured insights and analytics requests (to be executed by DAP), aligned with Integrated Insights standards and frameworks.
- Generate, interpret and synthesize brand-specific insights across performance, customer behaviors, channel effectiveness and patient signals.
- Support brand planning cycles, launch preparation and in-year optimization through timely and relevant insights delivery.
- Connect brand needs with Data, Analytics & Platforms (DAP) outputs, ensuring analyses and dashboards are fit-for-purpose for brand decisions.
- Apply common Integrated Insights methodologies while tailoring analyses and narratives to specific brand and market contexts.
- Support planning and execution of market research activities, including ATU; consolidate and organize outputs from international (reuse of existing research and data via knowledge management platforms) and local research initiatives for local use.
- Prepare analytical inputs for forecasting, scenario analysis as defined by Integrated Insight Business Partner and Finance.
- Ensure insights are decision-oriented, clearly linking analytical outputs to business implications and recommended actions.
- Convert analytical outputs into clear charts, tables and narratives to support insight storytelling.
- Based on the ICE campaign and CCPD, generate insights to share with the TA teams for future campaigns.
- Maintain clear documentation of analyses, assumptions and outputs in line with Integrated Insights knowledge management practices.

Ideal Background

Education:

· Bachelor’s degree in Life Sciences, Business, Economics, Statistics, Data Analytics, or a related field; advanced degree preferred

Languages:

· English at an advanced level

Experience/Professional Requirement:

- 3-5 years’ experience in business analytics, market research, or commercial analytics
- Experience in pharmaceutical, biotech or healthcare environment preferred
- Strong analytical and data interpretation skills across multiple data sources
- Working knowledge of primary and secondary market research approaches
- Experience with reporting and data visualization tools (e.g., Excel, Power BI, SQL, Microsoft Fabric or similar)

- Ability to structure insights clearly and link analysis to business decisions

Role Requirements

Division
DIV_IM
Business Unit
Marketing
Location
LOC_AR
Site
Ramallo (Argentina)
Company / Legal Entity
AR01 (FCRS = AR001) Novartis Argentina S.A.
Functional Area
FCT_MM
Job Type
Full time
Employment Type
Regular
Shift Work
No
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