

# AI Search & SEO Analyst

Job ID

REQ-10066910

Feb 24, 2026

LOC\_IE

## About the Role

### Key Responsibilities

- Analyse how Novartis brand websites appear across AI Search and AI Overview results.
- Conduct keyword, content, and technical audits to identify opportunities for visibility improvement.
- Support development of a measurement framework to track AI-driven visibility and engagement.
- Monitor and benchmark AI visibility metrics for Novartis and competitors.
- Build dashboards and automated reports tracking KPIs (visibility, share of voice, CTR, conversions, AI win Rate etc) and deliver clear narratives to stakeholders on impact and next steps.
- Maintain data accuracy across dashboards and reporting systems (GA4, GSC, SEMrush, Looker Studio).
- Analyse large datasets from AI search platforms, web analytics, and other digital sources to identify trends, and growth opportunities.
- Play an active role to translate findings into actionable recommendations.
- Collaborate with marketing, analytics, and engineering teams to implement SEO and tagging enhancements.
- Stay current with AI Search trends, new tools, and emerging best practices.

### Minimum Requirements

- Bachelor's degree in Marketing, Analytics, or a related field.
- 3+ years of experience in SEO, Web Analytics, or Digital Marketing.
- Hands-on experience with GA4, Google Search Console, SEMrush, and Looker Studio.
- Strong analytical skills with the ability to translate data into actionable insights.
- Curiosity and passion for understanding evolving AI-driven search experiences.
- Good understanding of pharmaceutical domain and data would be a plus

### What You'll Gain

- Opportunity to shape Novartis' approach to AI Search optimization.
- Exposure to advanced tools like Amplitude AI Visibility Tracker and Profound.
- Work in a collaborative and innovative environment driving digital excellence.

## Role Requirements

**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>

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Division

DIV\_IU

Business Unit

Marketing

Location

LOC\_IE  
Site  
Dublin (NOCC)  
Company / Legal Entity  
IE02 (FCRS = IE002) Novartis Ireland Ltd  
Functional Area  
FCT\_MM  
Job Type  
Full time  
Employment Type  
Regular  
Shift Work  
No  
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