

Business Analyst – Marketing Platform Ops (Manager / Senior Manager)

Job ID

REQ-10072957

Mar 03, 2026

LOC_IN

About the Role

Key Responsibilities

- Gather, analyze, and document business requirements from International and country stakeholders for future-state CRM processes.
- Support process redesign workshops and ensure alignment with global standards, compliance needs, and best practices.
- Translate business needs into clear and testable functional specifications for Salesforce configuration.
- Validate future-state process designs against business objectives, regulatory expectations, and usability considerations.
- Collaborate with Product Management & Delivery teams to ensure accurate implementation of requirements and workflows.
- Assist with creation of user stories, acceptance criteria, and process documentation within Agile delivery teams.
- Participate in system demos, backlog refinement, and sprint ceremonies, providing business context and clarifications.
- Test planning and execution (e.g., UAT preparation, test case validation, defect triage) to ensure solutions meet business expectations.
- Coordinate feedback collection from stakeholders and help refine requirements through iterative improvement.
- Maintain high-quality documentation, requirements, process maps, training inputs, and release notes, ensuring traceability across the lifecycle.

Essential Requirements

- Minimum of a bachelor's degree, preferably in science, engineering, business administration
- 5 to 12 years of relevant experience as Business Analyst in digital transformation, CRM, or enterprise IT programs.
- Strong understanding of business process mapping, requirements gathering, and functional design.
- Experience working with Agile/Scrum delivery teams.
- Ability to translate business challenges into structured, clear, and actionable specifications.
- Strong analytical, documentation, and stakeholder communication skills

Desirable Requirements

- Exposure to Veeva/Salesforce CRM, or other large-scale CRM platforms.
- Experience working in pharma, commercial excellence, or multi-market transformation environments.
- Understanding of AI/ML-driven CRM use cases (e.g., next-best-action, predictive targeting, engagement analytics) and ability to translate business needs into data-informed requirements

Skills Desired

Requirements Analysis & Documentation, Business Process Design, Functional Specifications, User Stories & Acceptance Criteria, UAT & Change Management, Agile & Waterfall Delivery, Stakeholder Management, Data & Customer Insights Translation.

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here:

<https://www.novartis.com/about/strategy/people-and-culture> You'll receive: You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity and Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve. Join our Novartis Network: If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

Division

DIV_IM

Business Unit

Marketing

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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