

# Digital Marketing Specialist

Job ID

REQ-10075861

Apr 15, 2026

LOC\_IN

## About the Role

Key Responsibilities:

- Plan and launch campaigns across LinkedIn, Meta, Google, YouTube and other digital channels
- Optimize constantly - running tests, reviewing performance weekly, and improving engagement, efficiency, and conversions
- Manage channel operations including tagging, tracking, governance, naming conventions, budget pacing, and platform hygiene
- Support monthly analytics by updating dashboards, analyzing trends, and surfacing insights that shape future strategy
- Collaborate across teams - working with Employer Brand, Recruitment Marketing, Digital Talent Experience, COEs, and vendor partners to deliver seamless, high-quality campaigns

Essential Requirements:

- 2–4 years' experience in digital marketing, paid media, performance marketing, or recruitment marketing
- Hands-on experience with platforms like LinkedIn Campaign Manager, Google Ads, Meta Ads Manager, YouTube, and Google Analytics
- Solid understanding of audience targeting, bidding strategies, funnel optimisation, and digital testing
- Strong analytical skills and confidence working with dashboards and performance data
- High attention to detail, operational discipline, and ability to manage multiple campaigns
- Collaborative mindset and adaptability in a fast-moving digital environment

Desired Skills:

- Digital Marketing
- Marketing Strategy
- Media Campaigns
- Campaign Optimization
- Advertising Campaigns
- Brand Management
- Brand Marketing
- Content Creation

## Role Requirements

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Division

DIV\_PO

Business Unit

Human Resources  
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  
Apply to Job  
  
Job ID  
REQ-10075861

## Digital Marketing Specialist

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