

Manager, Digital Optimization - Campaign Tagging Lead

Job ID

REQ-10078938

Jun 08, 2026

LOC_IE

About the Role

Key Responsibilities:

- Develop and implement advanced tagging strategies to measure and optimize campaign performance across all marketing channels.
- Lead, mentor, and develop a team of campaign tagging analysts, fostering a culture of continuous improvement and professional growth.
- Define and prioritize product features as a Deputy Product Owner for the campaign measurement product, ensuring alignment with business goals.
- Work closely with the development team to ensure the successful delivery of product features and enhancements.
- Suggest and implement best practices for campaign tagging, ensuring consistent and effective tracking methods.
- Train team members, brand teams, agencies, and external vendors on Claravine and tagging best practices, facilitating the effective use of these tools.
- Generate and manage UTM tracking codes across marketing channels to capture detailed visitor metrics using platforms like Google Analytics while ensuring compliance with best practices.
- Oversee quality assurance checks for email proof copies related to SFMC/HQE, RTE email campaigns, and troubleshoot issues to minimize campaign disruptions.
- Work closely with agencies and vendors to align on campaign tagging requirements and ensure seamless execution of tagging initiatives.
- Utilize marketing automation tools to set up and deploy different marketing channels & email campaigns such as SFMC/HQE, RTE, and third-party emails.
- Collaborate with cross-functional teams to integrate and streamline campaign setups, enhancing overall effectiveness.
- Manage multiple projects, ensuring timelines, resources, and deliverables are met with high-quality standards.
- Continuously monitor and improve the campaign measurement product to maximize business value and user adoption.

Essential Requirements:

Experience:

- 8+ years of experience in Campaign or media program management.
- Proven experience in campaign tagging and UTM link metrics, with proficiency in tools like Claravine.

Skills:

- Proven track record of implementing tagging strategies across various marketing channels.
- Strong understanding of marketing campaign setup processes and best practices.

•Excellent communication skills with the ability to present ideas and train cross functional teams and stakeholders.

Personal Attributes:

- Strong leadership & team management skills.
- Detail-oriented with a passion for accuracy and integrity.
- Ability to work collaboratively in a fast-paced, dynamic environment.
- Strategic thinker with a focus on delivering results.

Commitment to Diversity & Inclusion:

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

Benefits and rewards:

Read our handbook to learn about all the ways we'll help you thrive personally and professionally:

<https://www.novartis.com/careers/benefits-rewards>

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_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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