



Michael Page

www.michaelpage.co.jp

Associate Director, Omnichannel Marketing

Digital Marketing - Associate Director

Job Information

Recruiter

Michael Page

Hiring Company

Global biopharmaceutical company

Job ID

1485241

Industry

Pharmaceutical

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

12 million yen ~ 15 million yen

Work Hours

Monday - Friday (09:00 - 18:00)

Refreshed

July 4th, 2024 14:31

General Requirements

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

- Drive omnichannel brand campaigns and media planning. Collaborate with business partners and cross-functional teams to optimize digital marketing strategies.

Client Details

- Major US Biopharmaceutical company
- Our client offers a unique work environment where every project has a meaningful impact on patients' lives. With a focus on innovation and collaboration, they provide opportunities for professional growth alongside diverse, high-achieving teams. Employees enjoy a balanced and flexible work environment with competitive benefits.

Description

- Plan and execute omnichannel brand campaigns and media strategies
- Collaborate with business partners to develop digital channel strategies
- Leverage digital capabilities and best practices to drive business results
- Identify and implement innovative digital marketing capabilities
- Coach brand teams on omnichannel strategy adoption
- Lead and coordinate cross-functional teams for seamless execution
- Optimize campaigns through data-driven insights and continuous improvement
- Manage relationships with digital agencies and vendors
- Deliver campaign briefs and support project teams

Job Offer

- Contribute to cutting edge and lifechanging therapies in Hematology / Oncology area
- Competitive salary and comprehensive benefits
- Opportunities for professional growth and development
- Flexible working options to support work-life balance

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Ed Marsden on +813 6832 8981.

Required Skills

- Extensive experience in digital/omnichannel marketing, including strategy, analytics, and execution
 - Bachelor's degree required; MBA preferred
 - Strong strategic thinking, communication skills, and ability to work cross-functionally
 - High-level omnichannel expertise, customer-focused mindset, data-driven approach
 - Business-level fluency in Japanese and English
 - Proven ability to lead and influence cross-functional teams, manage senior stakeholders, and foster a collaborative environment
 - Keen to adopt new technologies and drive digital marketing innovation
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Company Description

*Multinational biopharmaceutical company with focus on the development of lifesaving therapies that treat disorders such as oncology and immunological related afflictions.