



【900～1600万円】 Customer Engagement Manager | Non line manager | Cu...

日本ベーリンガーインゲルハイム株式会社での募集です。 デジタルマーケティングの...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

日本ベーリンガーインゲルハイム株式会社

Job ID

1487879

Industry

Pharmaceutical

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

9 million yen ~ 16 million yen

Work Hours

08:45 ~ 17:20

Holidays

【有給休暇】初年度 10日 3か月目から 【休日】完全週休二日制 年末年始 完全週休二日制 年末年始 祝日、創立記念日 (7/1...

Refreshed

August 1st, 2024 15:09

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2229654】

【JOB DETAILS】

Customer Engagement Manager

Omni Channel Experience Group Customer Experience Excellence Department

Human Pharma Operations Division

[Role Purpose]

- The Omnichannel Customer Engagement Manager drives a new level of customer centricity and customer engagement through promotion of excellence in the design development execution analysis of omnichannel customer engagement in partnership with brands and business units. This individual plays a key role in providing an exceptional customer experience as the lead to help the business identify act on opportunities to provide a more seamless customer experience.

- The CEM contributes to the development of the integrated customer plan (tactical) in close collaboration with the business and Human Pharma Operations. The CEM leads the omnichannel campaign planning process working collaboratively across functions.

- Working as a valued business partner this role has a significant contribution towards executing Boehringer Ingelheim's omnichannel strategy through the co development of customer journeys translating them into a connected experience across online offline channels. With their sound knowledge of digital operations digital marketing this position supports the optimization of digital content through adoption of innovative and best practice processes and tools.

[Key Job Accountabilities]

This role leads ensures the seamless customer experience across channels by supporting the end to end process from ICP to campaign execution and measurement. If successful this role will have a key contribution to ensuring that the right content is delivered through the right channel to the right customer segment to optimize the customer experience.

- Based on deep understanding of brand strategy contribute effectively to integrated customer planning execution and customer engagement strategy development in early assets.

As a core team member to assigned therapeutic areas collaborate closely with asset teams to plan and execute integrated customer plan.

Work effectively with Strategy Insights department within Customer Experience Excellence to support the business in deriving actionable customer insights based on channel engagement and performance analysis to inform the omnichannel engagement plan.

Understand IAP ICP planning approach process to be a valuable customer centric contributor.

- Identify opportunities for omnichannel campaigns or optimize omnichannel engagement to enhance customer experience linked to business goals.

Lead omnichannel campaign planning development execution by partnering with the business supporting operational functions to plan execute omnichannel campaigns based on customer insights and needs.

Support key operations such as content management content production campaign tracking next best action campaign analytics for successful implementation

Contribute as a valued business partner with digital marketing expertise towards development of business omnichannel engagement strategy and building of new digital engagement channels with customer experience as top of mind.

Actively contribute to ICP planning to shape customer engagement plan using data insights

- Optimize channel content performance.

Work closely with cross functional team applying UX design principles in the form of best practice guidance to both channel content to drive performance.

Lead the development of relevant campaign metrics that enable cross functional evaluation of campaign and channel performance.

Collaborate with analytics colleagues to evaluate omnichannel reports and develop business relevant insights and actions.

Lead cross functional campaign performance review meetings to identify opportunities to optimize engagement in near time.

- Collaborate with cross functional teams to define improve core capabilities to enable omnichannel engagement.

Understand core omnichannel processes platforms to act as point of contact for business to support smooth and compliant operations.

Act as an ambassador for core omnichannel processes including campaign planning editorial/content planning content tagging digital production adoption of best in class digital engagement.

Identify apply best in industry practices for omnichannel engagement by staying on top of current trends and competitive approaches.

Partner with the business to develop robust business requirements to inform channel improvements.

[Key Contacts]

The position would have various touch points across all levels including senior leadership within Boehringer Ingelheim. This position will work across a matrix organization and as a change agent will need to effectively influence without authority.

- Report to Head of Omni Channel Experience Group Customer Experience Excellence Department Human Pharma Operations Division

- Interaction with stakeholders:

Roles within Omni Channel Experience Group Customer Experience Excellence Department Human Pharma Operations Division

Respective Business Units

Brand Marketing TA Medicine teams

Legal Compliance

Global counterparts

External suppliers

Required Skills

[Qualifications]

Background / Knowledge

- Prior experience in Digital Marketing

- Demonstrable experience with knowledge and experience of:

Design planning delivery of multichannel and / or digital marketing campaigns

Website development including content management

Email marketing campaigns including campaign management system (s)
Measuring reporting on campaign analytics KPIs
Modern web / digital design UX principles
Experience implementing CRM driven marketing campaign automation process platforms
Project management (knowledge of Agile / Lean / Scrum is a plus)

- Understanding of the key channels digital platforms for customer engagement planning execution
- Deep knowledge of Global ICP planning requirements
- Strong experience in managing process and leveraging data insights.
- Education: bachelor's or master's degree

Skills

- Ability to articulate requirements clearly.
- Strong stakeholder management negotiation skills influencing without authority.
- Prioritization skill
- Excellent communication skills both in Japanese and in English
Japanese: Fluent/Native
English: Fluent (CEFR B1)

Our Culture:

人と動物のための革新的な医薬品に130年以上の歴史を持っていることは、研究主導型の製薬企業であるペーリンガーインゲルハイムを象徴しています。ペーリンガーインゲルハイムは製薬業界においてトップ20社の一つで、今日までもファミリーカンパニーとしてあり続けてきました。

現在では、医療用医薬品、アニマルヘルス、そしてバイオ医薬品受託製造の3つの事業分野において、約5万人の従業員が革新的な価値を創造しています。当社は、2016年に約159億ユーロの純売上高を達成し、純売上高の19.6%に相当する、30億ユーロ以上もの資金を研究開発費に投資しております。

Company Description

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