



【850～1324万円】 Lead CX Content Creation

大手外資系製薬会社での募集です。 メディカルマーケティング・プロダクトマネジメ...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

大手外資系製薬会社

Job ID

1487957

Industry

Pharmaceutical

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8.5 million yen ~ 13 million yen

Work Hours

09:00 ~ 17:45

Holidays

【有給休暇】入社7ヶ月目には最低10日以上 【休日】完全週休二日制 祝日 GW 夏季休暇 年末年始 土・日・祝日、ゴールデンウ...

Refreshed

August 1st, 2024 15:11

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 NJB2219482】

Job Description :

Designing creating contents for multiple brands across therapeutic areas (TAs) in line with global/local brand strategy and Cx (customer experience) strategy providing the right Cx to the right target at the right timing across all touchpoints · a central role in the new operating model.

Your key responsibilities:

Analyze and outline the content strategy in line with brand and Cx strategy
Design create content for multiple brands across TAs based on customer insights and segmentations
Partner with market research team to conduct Cx content testing and feedback loop
Provide input to the global asset creation and localization
Leverage global assets and drive rapid local content creation
Deliver unparalleled customer experience and maximize impact

Key Performance Indicators

Quantity quality of Cx Content creation across all touchpoints
Ux/Cx feedback and improvements made
Feedback from key internal end users on quality of proposal/ outputs/ implementation

Required Skills

3+ year Pharma marketing experience including content creation experience (brand level)
Experience in attitudinal segmentation omnichannel engagement and design thinking is strongly preferred
Have demonstrated high competency in customer focus strategic thinking planning and marketing
Excellent interpersonal communication and people engagement skills
Strong project management and execution capability
Able to articulate and provide constructive input to collaborate with stakeholders including global counterparts
Know industry code of conduct

Language Skill:

Japanese: Fluent English: Business level

Company Description

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