



MichaelPage

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Senior Manager, Omnichannel Marketing

Omnichannel Sr Marketing Manager

Job Information

Recruiter

Michael Page

Hiring Company

US Pharmaceutical Company

Job ID

1491499

Industry

Pharmaceutical

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

15 million yen ~ 25 million yen

Work Hours

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

Refreshed

August 26th, 2024 21:24

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

- Join a dynamic marketing team as a Senior Manager, driving omni-channel content and campaign strategies. This role involves leading agile marketing initiatives and enhancing content creation processes to align with global strategies.

Client Details

- Our client is a globally recognized leader in the healthcare industry, known for its commitment to innovation and excellence. They offer a collaborative environment where employees are empowered to lead and make impactful

decisions. The company is deeply invested in the growth and development of its team, providing opportunities to work on cutting-edge projects with a focus on data-driven marketing strategies.

Description

- Lead the development and implementation of omni-channel marketing strategies in Japan.
- Manage content creation processes, ensuring alignment with global standards.
- Drive communication among internal and external stakeholders to streamline content development.
- Conduct data-driven analysis to inform brand strategies and optimize customer journeys.
- Develop training programs to enhance omni-channel marketing capabilities.
- Educate and guide content agencies on industry regulations and the new operating model.
- Allocate and manage budgets and resources effectively.

Job Offer

- Competitive salary and benefits package, with negotiable salary based on experience.
- Opportunities for professional growth and development.
- Work on innovative, high-impact projects with a leading global brand.
- Flexible working arrangements and a supportive, collaborative team environment.

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/omni-channel marketing, with a strong background in the pharmaceutical industry.
- Proven expertise in cross-functional project management, strategic thinking, and stakeholder negotiation.
- Fluent in Japanese and English, with strong communication and leadership skills.
- Certification as a Scrum Master is preferred.
- A bachelor's degree or higher is required.

Company Description

Our client is a leading player in the pharmaceutical industry, renowned for innovation and a commitment to improving patient outcomes. They are dedicated to fostering a collaborative and growth-oriented environment, providing a platform for high-performing teams to thrive. The organization values strategic thinking, creativity, and leadership, offering an exciting opportunity for professionals looking to make a meaningful impact.