



Lead/Associate, CX Content Creation

Job Information

Hiring Company

Novartis Pharma K.K.

Subsidiary

ノバルティスファーマ株式会社

Job ID

1494902

Industry

Pharmaceutical

Company Type

Large Company (more than 300 employees) - International Company

Non-Japanese Ratio

Majority Non-Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Train Description

Ginza Line, Toranomom Station

Salary

Negotiable, based on experience

Refreshed

November 23rd, 2024 00:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 50%)

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

[Summary]

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

[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.

Required Skills

[Role Requirements]

- 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