



## 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**

April 7th, 2025 09:00

### 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.

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## 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

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## Company Description