



【1100～万円】 <マーケティング本部>Digital Customer Engagement/部長/神戸本社

日本イーライリリー株式会社での募集です。臨床開発QC・GCP監査のご経験のあ...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

日本イーライリリー株式会社

Job ID

1502136

Industry

Pharmaceutical

Company Type

International Company

Job Type

Permanent Full-time

Location

Hyogo Prefecture

Salary

11 million yen ~ Negotiable, based on experience

Work Hours

08:45 ~ 17:30

Holidays

【有給休暇】有給休暇は入社後2ヶ月目から付与されます 初年度 10日 2か月目から 【休日】完全週休二日制 年末年始 完全週休...

Refreshed

December 19th, 2024 04:00

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 NJB2261689】

Job Summary:

We are seeking a highly skilled Digital Customer Engagement Specialist to join our team. This role is essential for understanding the customer journey and user experiences in the digital space and for developing and enhancing digital channels and solutions for owned paid and earned media. The specialist will also oversee operational aspects to ensure seamless execution. He/She will report to Senior Director Omnichannel Customer Engagement

Key Responsibilities:

Strategic Development: Create and implement digital engagement strategies to enhance customer interaction and satisfaction across all digital touchpoints.

Customer Journey Mapping: Analyze and map the customer journey to identify opportunities for improving the digital experience.

Solution Development: Develop and optimize engaging digital solutions for websites social media email campaigns and other digital platforms. Work with Content Teams to effectively incorporate Content strategies and operations.

Digital Channel Management: Manage and enhance both owned paid and earned digital channels ensuring a cohesive and seamless customer experience.

Operational Oversight: Oversee the operational aspects of digital engagement including resource allocation project management and process optimization.

Performance Analysis: Monitor analyze and report on digital engagement metrics to evaluate the effectiveness of strategies and make data driven improvements.

Collaboration: Work closely with Omnichannel Orchestration and Business Integrator Teams Central Marketing Teams Brand Teams Sales and IT teams to ensure alignment and integration of digital strategies.

Trend Identification: Stay updated on the latest digital technologies and trends to continuously improve engagement strategies.

Customer Interaction: Address customer inquiries and feedback through digital platforms promptly and effectively.

Team Management: Lead and manage a team and foster a culture of continuous improvement and innovation.

Capability Development: Lead to develop digital customer engagement capabilities for ELJ (both HCP and Consumers)

Business title: Associate Director Digital Customer Engagement

Required Skills

■Mandatory for Hiring

Education: Bachelor's degree in Marketing Communications Business or a related field.

Experience: Extensive experience in digital marketing customer engagement (UX included) or a similar role with operational management experiences.

Skills: Strong understanding of digital trends and technologies excellent communication and content creation skills and proficiency in using digital analytics tools. Native level Japanese Business level English

Attributes: Strategic thinker detail oriented and able to lead and collaborate effectively in a fast paced environment.

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■Preferred Experiences

Experience with omnichannel marketing strategies.

Familiarity with customer relationship management (CRM) systems.

Certification in digital marketing or related fields.

People management experience

Company Description

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