



MichaelPage

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Digital Strategy, Customer Engagement Manager (ppl mgr)

Senior Manager - CRM

Job Information

Recruiter

Michael Page

Hiring Company

Global Pharmaceutical Company

Job ID

1503515

Industry

Pharmaceutical

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

13 million yen ~ 15 million yen

Work Hours

Monday - Friday 09:00 - 17:00

Refreshed

November 28th, 2024 00:00

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

- In this role, you will lead the development and execution of digital strategies to enhance customer engagement and digital capabilities across the organization. You will collaborate with cross-functional teams to implement impactful initiatives, focusing on innovation and competitive excellence.

Client Details

- Our client is a neuroscience specialized global pharmaceutical company at the forefront of digital transformation in the healthcare sector. This organization fosters a collaborative culture and encourages innovative thinking, offering you the chance to shape the future of customer engagement.

Description

- Develop and implement strategies to drive digital capability and competitive excellence in customer engagement.
- Collaborate with marketing to design and execute product-specific engagement strategies.
- Work with Medical Affairs to create and roll out medical education and disease awareness programs.
- Align regional efforts with global digital, AI, and customer engagement strategies.
- Manage BI tools (QLIK) and CRM systems (Veeva), along with other core systems for effective data management.
- Lead and manage teams to drive strategic initiatives and ensure successful execution.

Job Offer

- Competitive salary and benefits.
- Opportunities for professional growth.
- Collaborative and inclusive work environment.
- Cutting-edge technology and innovation projects.

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

- Strong experience in digital marketing, especially in omnichannel strategies.
 - Familiarity with CRM systems (especially Veeva) and BI tools (QLIK).
 - A proven track record in driving digital transformation within regulated industries.
 - People management experience with the ability to lead cross-functional teams.
 - Fluency in both Japanese and business-level English is essential.
 - A passion for innovation and the ability to adapt quickly to new industries and challenges.
 - An entrepreneurial mindset, not afraid to challenge the status quo and drive change.
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Company Description

Multinational Pharmaceutical company, with specialized portfolio of neuroscience related therapies.