



【900～1600万円】 Customer Targeting Manager | non line Mgr. | Custom...

日本ベーリンガーインゲルハイム株式会社での募集です。 デジタルマーケティングの...

## Job Information

### Recruiter

JAC Recruitment Co., Ltd.

### Hiring Company

日本ベーリンガーインゲルハイム株式会社

### Job ID

1505805

### Industry

Pharmaceutical

### Company Type

International Company

### Job Type

Permanent Full-time

### Location

Tokyo - 23 Wards

### Salary

9 million yen ~ 16 million yen

### Work Hours

08:45 ~ 17:20

### Holidays

【有給休暇】初年度 10日 3か月目から 【休日】完全週休二日制 年末年始 完全週休二日制 年末年始 祝日、創立記念日 (7/1...

### Refreshed

November 21st, 2024 16:55

## 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 NJB2235509】

【JOB DETAILS】

Customer Targeting Group Customer Experience Excellence Department  
Human Pharma Operations Division

【Role Purpose】

The Customer Targeting Manager is highly skilled in cross functional collaboration with stakeholders across the organization to optimize customer targeting across offline online channels to enhance channel engagement. The role involves analyzing unstructured structured data and applying an understanding of business objectives to develop and implement targeting strategies identify opportunities for growth through more effective resource allocation using advanced analytical methodologies and monitoring their effectiveness. As a champion for data informed decision making an expert in engagement data from internal external sources the role will identify new opportunities for customer engagement models. By contributing to planning and execution of effective and actionable engagement approaches for sales marketing executional plans the customer targeting manager will contribute strongly to increased customer engagement experience and business growth.

#### [Key Job Accountabilities]

Identify where company should focus its resources

- Create a Customer Value Matrix (CVM) with market potential and intimacy
- Define priority of non specialist who refer or collaborate with specialists (in appropriate brand/asset)
- Consider and propose the appropriate targeting with consideration across both F2F and digital channels given the current digital acceleration and changes in customers' behavior
  - Understand patient flow and structure of relevant market with CI (Customer Insight) and Marketing team
  - Obtain appropriate information including 3rd party data and use effectively including enhancing by Machine Learning.

Learning.

- Efficient deployment of resource and execution including utilization of digital channel

Use advanced analytics techniques to understand customer behavior and preferences across different channels from structured and unstructured data and develop recommendations to improve customer experience and engagement across all channels.

- Set up a data analysis environment along with Data Excellence department.
- Define area for a further improvement in marketing and sales activities through a close collaboration within Customer Experience Excellence dept with TA (Therapeutic Area) team and S A (Strategy and Analytics Dept.) .
- Integrate several kinds of data (structured and unstructured) and apply data science techniques for hypothesis testing insight generation visualization and modeling.
- Discuss analysis results with relevant team members in Customer Experience Excellence team to develop actionable recommendations to be discussed with TA team and S A to drive customer experience excellence

Evaluate the effectiveness of running omnichannel engagements and roll them out to the NBA in collaboration with the campaign management team.

- Contribute to building a system for suggestion engine from the perspective of data analytics
- Integrate several kinds of data (structured and unstructured) and apply data science techniques for hypothesis testing insight generation visualization and modeling.
- Assess impact of suggestions in driving customer experience to inform suggestion improvements

Participate as active working team member in projects related to improving data driven decision making

- Contribute to projects by speaking up to provide ideas and proposals from advanced data analysis perspective
- Engage with colleagues with a solution oriented mindset openness to try things despite current challenges
- Work effectively in a collaborative setting to achieve a shared goal

#### [Key Contacts]

Report to Head of Customer Targeting Group Customer Experience Excellence Department Human Pharma Operations Division

Interaction with stakeholders:

- TA Lead
- Marketing
- Sales
- Strategy and Analytics Dept.
- Data Insight and Excellence Dept.
- Customer Experience Excellence Dept.
- Third party data providers

## Required Skills

#### [Qualifications]

Knowledge

- Data analysis
- Significant breadth of knowledge across multiple sources of data (e.g. Adobe Campaign Adobe Analytics Salesforce (Veeva) CRM 3rd party email/event data etc.)
- Understanding of pharmaceutical industry and trend of environmental changes
- Knowledge and/or experience with strategic frameworks marketing and execution

Skills

- Project management skills ability effectively engage with stakeholders strong problem solving skills as well as detail orientation
- Capable to provide the leadership to develop and implement solutions to complex problems.
- Critical thinker with ability to self manage workload including reprioritizing and delivery under tight timelines.
- Excellent oral and written communications skills.
- Ability to work well under pressure influence without authority good interpersonal and negotiation skills

Traits

- Unbiased international view and inter cultural competence
- Open minded motivating personality with drive and initiative
- Willingness and ability to create and share knowledge
- Team player flexible and willingness to adapt in a changing environment

#### Language

- ・ Japanese: Fluent
- ・ English: Fluent (CEFR B2)

#### Our Culture:

人と動物のための革新的な医薬品に130年以上の歴史を持っていることは、研究主導型の製薬企業であるベーリンガーインゲルハイムを象徴しています。ベーリンガーインゲルハイムは製薬業界においてトップ20社の一つで、今日までもファミリーカンパニーとしてあり続けてきました。

現在では、医療用医薬品、アニマルヘルス、そしてバイオ医薬品受託製造の3つの事業分野において、約5万人の従業員が革新的な価値を創造しています。当社は、2016年に約159億ユーロの純売上高を達成し、純売上高の19.6%に相当する、30億ユーロ以上もの資金を研究開発費に投資しております。

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#### Company Description

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