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Pharma Omnichannel Engagement Lead

Digital Engagement Strategy

Job Information

Recruiter
[Michael Page](#)
Hiring Company

Global Pharmaceutical Company

Job ID

1511343

Industry

Pharmaceutical

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

16 million yen ~ 18 million yen

Work Hours

Monday - Friday 09:00 - 17:00

Refreshed

December 18th, 2024 14:43

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

Lead the execution of a Go-to-Market strategy and partner with teams across marketing, sales, and medical to ensure impactful, omni-channel engagement. Drive customer-focused initiatives that align with global goals, optimizing performance and ensuring measurable success.

Client Details

The client is a global pharmaceutical company with a long-standing history of innovation and success in the Japan market. They emphasize a diverse, collaborative culture where employees are encouraged to contribute to groundbreaking therapies.

Description

- Lead and execute the Go-to-Market strategy in alignment with divisional objectives.

- Partner with marketing, sales, and medical to ensure the implementation of customer-focused, omni-channel plans.
- Maximize the impact of existing channels while collecting insights for future engagement.
- Develop innovative channels to drive differentiation and meet customer needs.
- Create a performance-driven culture with clear accountability and measurable results.
- Oversee the performance tracking and reporting of campaigns.
- Manage relationships with external partners and ensure efficient delivery of requirements.
- Lead and develop a high-performing team focused on achieving business objectives.

Job Offer

- Opportunity to lead innovative, impactful projects in a global setting.
- Work in a dynamic, evolving environment that values talent development.
- Competitive compensation package, including benefits and career growth potential.
- Be part of a company that champions diversity and fosters a culture of inclusion.

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

- 7+ years of experience in customer engagement, business analytics, and sales force effectiveness.
 - Proven leadership skills, with the ability to inspire and influence senior leadership.
 - Strong experience in pharma or regulated industries, with a focus on omni-channel marketing.
 - Exceptional ability to translate strategy into actionable plans and drive cross-functional collaboration.
 - Strong analytical skills to assess data and identify actionable insights.
 - Excellent communication skills, with fluency in English; Japanese proficiency is a plus.
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Company Description

Global leader in healthcare and pharmaceuticals with a focus on innovation
Known for groundbreaking treatments and commitment to patient care
Strong emphasis on digital transformation and data-driven solutions
Collaborative, forward-thinking work culture with global and local teams
Opportunities to influence large-scale projects and drive industry change
Invests in employee growth and development through international exposure
Highly respected for its ethical standards and cutting-edge research initiatives