

**MichaelPage**

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## Associate Director, Digital Channel Strategy

### Digital Marketing - Associate Director

#### Job Information

**Recruiter**

Michael Page

**Hiring Company**

Global biopharmaceutical company

**Job ID**

1533697

**Industry**

Pharmaceutical

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

15 million yen ~ 18 million yen

**Work Hours**

Monday - Friday (09:00 - 18:00)

**Refreshed**

April 18th, 2025 12:43

#### 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

- A leading pharmaceutical company is hiring an Associate Director of Channel Excellence to guide omnichannel initiatives and digital strategy execution. This Japan-based role is part of a cross-functional digital marketing division and will focus on delivering patient and HCP engagement through data-driven innovation.

#### Client Details

- The company is a global pharmaceutical business with a strong presence in Japan and a centralized digital marketing group. This role is positioned within a Squad structure to support agile decision-making and collaboration with global and local teams.

#### Description

- Lead strategy and execution for digital assets including patient websites, HCP portals, and recruitment platforms
- Oversee consumer digital marketing initiatives and prioritize projects based on business impact
- Generate actionable insights from user data, analytics, and direct feedback to refine marketing performance
- Collaborate with global headquarters in English to launch and optimize digital systems and solutions
- Manage cross-functional squads with marketing, IT, and commercial stakeholders
- Guide platform development using HTML, CSS, and JavaScript
- Operate digital analytics and marketing technologies; drive the PDCA cycle for continuous improvement

#### Job Offer

- The successful candidate will receive a competitive salary package, flexible working arrangements, and the opportunity to work closely with both local and global stakeholders in a digital-first environment.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Ed Marsden on +813 6832 8981.

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#### Required Skills

- Experience managing websites or digital products from planning to post-launch operations
- Background in digital marketing with SEO, paid media, A/B testing, and CRO
- Ability to extract business insights from data and convert them into marketing actions
- Bilingual fluency in Japanese and English, including global meeting facilitation and material development
- (Preferred) Familiarity with pharmaceutical marketing channels for HCP engagement

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#### Company Description

\*Multinational biopharmaceutical company with focus on the development of lifesaving therapies that treat disorders such as oncology and immunological related afflictions.