



Lead/Associate, CX Content Creation

募集職種

採用企業名

ノバルティス ファーマ株式会社

支社・支店

ノバルティスファーマ株式会社

求人ID

1494902

業種

医薬品

会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

外国人の割合

外国人 多数

雇用形態

正社員

勤務地

東京都 23区, 港区

最寄駅

銀座線、 虎ノ門駅

給与

経験考慮の上、応相談

更新日

2024年12月21日 00:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル (英語使用比率: 50%程度)

日本語レベル

流暢

最終学歴

大学卒： 学士号

現在のビザ

日本での就労許可が必要です

募集要項

【Summary】

Designing & creating contents for multiple brands across therapeutic areas (TAs) in line with global/local brand strategy and Cx (customer experience) strategy, providing the right Cx to the right target at the right timing across all touchpoints – a central role in the new operating model.

【Your key responsibilities】

- Analyze and outline the content strategy in line with brand and Cx strategy
- Design & create content for multiple brands across TAs based on customer insights and segmentations
- Partner with market research team to conduct Cx content testing and feedback loop
- Provide input to the global asset creation and localization
- Leverage global assets and drive rapid local content creation
- Deliver unparalleled customer experience and maximize impact

【Key Performance Indicators】

- Quantity & quality of Cx Content creation across all touchpoints
- Ux/Cx feedback and improvements made
- Feedback from key internal end-users on quality of proposal/ outputs/ implementation

【Commitment to Diversity & Inclusion】

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

スキル・資格

【Role Requirements】

- 3+ year Pharma marketing experience including content creation experience (brand level)
- Experience in attitudinal segmentation, omnichannel engagement and design thinking is strongly preferred
- Have demonstrated high competency in customer focus, strategic thinking & planning, and marketing
- Excellent interpersonal communication and people engagement skills
- Strong project management and execution capability
- Able to articulate and provide constructive input to collaborate with stakeholders including global counterparts
- Know industry code of conduct

【language Skill】

Japanese: Fluent

English: Business level

会社説明