



【1100～万円】＜マーケティング本部＞Digital Customer Engagement/部長/神戸本社

日本イーライリリー株式会社での募集です。臨床開発QC・GCP監査のご経験のあ...

募集職種

人材紹介会社

株式会社ジェイ エイ シー リクルートメント

採用企業名

日本イーライリリー株式会社

求人ID

1502136

業種

医薬品

会社の種類

外資系企業

雇用形態

正社員

勤務地

兵庫県

給与

1100万円～経験考慮の上、応相談

勤務時間

08:45～17:30

休日・休暇

【有給休暇】有給休暇は入社後2ヶ月目から付与されます 初年度 10日 2か月目から 【休日】完全週休二日制 年末年始 完全週休...

更新日

2024年11月21日 12:00

応募必要条件

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

日本語レベル

ネイティブ

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

【求人No NJB2261689】

Job Summary:

We are seeking a highly skilled Digital Customer Engagement Specialist to join our team. This role is essential for understanding the customer journey and user experiences in the digital space and for developing and enhancing digital channels and solutions for owned paid and earned media. The specialist will also oversee operational aspects to ensure seamless execution. He/She will report to Senior Director Omnichannel Customer Engagement

Key Responsibilities:

Strategic Development: Create and implement digital engagement strategies to enhance customer interaction and satisfaction across all digital touchpoints.

Customer Journey Mapping: Analyze and map the customer journey to identify opportunities for improving the digital experience.

Solution Development: Develop and optimize engaging digital solutions for websites social media email campaigns and other digital platforms. Work with Content Teams to effectively incorporate Content strategies and operations.

Digital Channel Management: Manage and enhance both owned paid and earned digital channels ensuring a cohesive and seamless customer experience.

Operational Oversight: Oversee the operational aspects of digital engagement including resource allocation project management and process optimization.

Performance Analysis: Monitor analyze and report on digital engagement metrics to evaluate the effectiveness of strategies and make data driven improvements.

Collaboration: Work closely with Omnichannel Orchestration and Business Integrator Teams Central Marketing Teams Brand Teams Sales and IT teams to ensure alignment and integration of digital strategies.

Trend Identification: Stay updated on the latest digital technologies and trends to continuously improve engagement strategies.

Customer Interaction: Address customer inquiries and feedback through digital platforms promptly and effectively.

Team Management: Lead and manage a team and foster a culture of continuous improvement and innovation.

Capability Development: Lead to develop digital customer engagement capabilities for ELJ (both HCP and Consumers)

Business title: Associate Director Digital Customer Engagement

スキル・資格**■Mandatory for Hiring**

Education: Bachelor's degree in Marketing Communications Business or a related field.

Experience: Extensive experience in digital marketing customer engagement (UX included) or a similar role with operational management experiences.

Skills: Strong understanding of digital trends and technologies excellent communication and content creation skills and proficiency in using digital analytics tools. Native level Japanese Business level English

Attributes: Strategic thinker detail oriented and able to lead and collaborate effectively in a fast paced environment.

弊社では社員のウェルビーイングと生産性の観点から、自宅最寄り駅から勤務地までの通勤距離が90以内かつ公共交通機関の所要時間が90分以内の範囲を、通勤可能上限としています。それよりも遠方にお住まいの場合は、通勤可能な範囲にご転居いただくことを原則としております（借上社宅の貸与あり）。車両通勤を認める場合においても、上記を適用します。

■Preferred Experiences

Experience with omnichannel marketing strategies.

Familiarity with customer relationship management (CRM) systems.

Certification in digital marketing or related fields.

People management experience

会社説明

医療用医薬品の輸入・製造・販売