

MichaelPage

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## Associate Director, Digital Channel Strategy

## Digital Marketing - Associate Director

## 募集職種

## 人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

## 採用企業名

Global biopharmaceutical company

## 求人ID

1533697

## 業種

医薬品

## 雇用形態

正社員

## 勤務地

東京都 23区

## 給与

1500万円 ~ 1800万円

## 勤務時間

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

## 更新日

2025年04月18日 12:43

## 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

流暢

## 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

- 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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#### スキル・資格

- 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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#### 会社説明

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