

Customer Experience & Engagement (CE&E) manager

Job ID
REQ-10037524
Jan 20, 2025
South Korea

Summary

- The Customer Experience & Engagement (CE&E) Manager designs and builds customer touchpoints and processes through a customer-centric approach. This role involves identifying opportunities to improve customer engagement, developing solutions to enhance customer experience, and understanding MarTech platforms in Korea. The CE&E Manager focuses on enhancing system connectivity and usability to support digital transformation, integrates enterprise-wide platforms to achieve business goals, and collaborates with various departments. Additionally, they oversee solution implementation with an emphasis on change management.

About the Role

Key Responsibilities

1. Architectural Solution Development and Implementation with Governance

- Plan, manage, and develop Omni-channel business strategies to meet the growth goals aligned with our TA (Therapeutic Area) strategy and priorities thru innovate customer journey with customer centric approach – locating & cultivating diversified opportunities to improve overall customer experience.
- Develop architectural solutions for TA's business areas and support architectural services and governance activities, focusing on systematic readiness management of each Epic for ICE (New way of working in commercialization) implementation to achieve omnichannel capabilities that meet TA's business demands.
- Propose scaling up to other brands/TA by leveraging existing systems/solutions and utilizing architectural patterns to recommend the optimal use of technical platforms in support of comprehensive solution architecture design.
- Develop and implement solutions using both software and hardware technologies

2. Platform Adoption and Operation

- Establish platform adoption and operation strategies by developing business solutions that align with the company's goals and strategies.
- Analyze the latest technology trends and propose platform solutions based on these insights.
- Analyze performance following platform adoption and propose continuous improvement measures.

3. Communication and Collaboration

- Communicate with CRM and data scientists, TA, and the global MarTech team to enhance data connectivity and system integration/expansion through CRM and MDM, thereby driving personalized customer experiences.
- Collaborate with various local and global internal departments (marketing, IT, CRM, etc.) and external parties (vendors and partners) to execute projects effectively.

4. Change Management

- Establish and execute the company's change management strategy, fostering a culture that embraces change.
- Host change management training and workshop to enhance employees' ability to accept change
- Collect feedback on changes and continually adjust and improve based on this feedback.

Essential Requirements:

- Advanced knowledge on Multi-channel or Omni-channel marketing, preferably in Pharma more than 3yrs +
- Relevant experience in IT, software development, or project management, preferably in Pharma more than 7yrs +
- Strategic thinking and adapt problem-solving abilities
- Excellent communication and collaboration capabilities
- Keen interest and willingness to engage with the latest technology trends
- Expertise in change management and organizational development
- Fluency in both English and Korean

Preferred Qualifications

- Experience managing large-scale, multi-stakeholder projects, preferably in an international context
- Familiarity with diverse technology/platform/system stacks (i.e., Salesforce, Veeva CRM, Portal site, SNS, etc.)

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