

# Omnichannel Engagement Manager

Job ID

REQ-10039431

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## Résumé

Headquarter driven omnichannel engagement aimed at continuously increasing customer breadth through collaboration with multiple stakeholders in several affiliates and cocreating a compelling pull strategy for different disease areas/portfolios.

## About the Role

### Major accountabilities:

- Identify affiliates with mass HCPs affiliation. Stakeholder mapping for these affiliates with the intent to initiate collaborative programs focused on certain disease areas.
- Has a deep understanding in the respective disease strategy. Maintain and enhance knowledge of disease areas, products, product strategy, positioning, key messages, programs, company developments, customers, and competitors.
- Strong ability to design and orchestrate a full omnichannel engagement experience.
- Deliver exceptional customer experience through orchestrating the Omni-channels 'customer engagements and delivering personalized content (Right message/content, Right channel, Right time) to address the customer needs within the specific customer journey.
- Experimenter for different engagement models, sharing feedback and insights and suggestions for improvement.
- Continuously assessing Customer Experience (CX) and promptly attending to Customer feedback and suggestions.
- In depth understanding of patient journey pains and gains.
- Follow all adverse events guidelines, and Code of Conduct Guidelines as promoted by Novartis. Demonstrate Behavior in accordance with Novartis code of practice. Provide and discuss scientific knowledge and on label medical data relevant to the Therapy Area with HCPs.

### Key performance indicators:

- - Number of partnerships achieved.- Breadth of customers achieved- Orchestration Planning and Execution KPIs.- Channel deployment KPIs- Content performance KPIs- Customer Experience and Satisfaction KPIs

### Minimum Requirements:

#### Work Experience:

- 2-3 years in sales, marketing, data and analytics or account management.
- Digital Marketing experience is a plus

- Digital Savvy
- Proven track record in account Management

### **Skills:**

- Agility.
- Asset Management.
- Commercial Excellence.
- Cross-Functional Collaboration.
- Customer Orientation.
- Digital Marketing.
- Healthcare Sector Understanding.
- Influencing Skills.
- Marketing Strategy.
- Negotiation Skills.
- Operational Excellence.
- Priority Disease Areas Expertise.
- Product Lifecycle Management (PLM).
- Product Marketing.
- Product Strategy.
- Stakeholder Engagement.
- Stakeholder Management.
- Strategic Partnerships.

### **Languages :**

- English.

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Site

New Cairo

Company / Legal Entity

EG02 (FCRS = EG002) Novartis Pharma S.A.E

Functional Area

Commercialisation

Job Type

Full time

Employment Type

Regular

Shift Work

No

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