

Lead/Associate, CX Content Creation

Job ID
REQ-10026332
Ott 20, 2024
Giappone

Sommario

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.

About the Role

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.

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

Skills Desired

Content Creation, Customer Experience (CX), Marketing, Market Research, User Experience (UX), Waterfall Project Management

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other.

Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?

<https://www.novartis.com/about/strategy/people-and-culture>

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Divisione

International

Business Unit

Innovative Medicines

Posizione

Giappone

Sito

Head Office (Japan) (Pharmaceuticals)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to midcareer-r.japan@novartis.com and let us know the nature of your request and your contact information.

Please include the job requisition number in your message.

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