

# Customer Relationship Manager

Job ID  
REQ-10016528  
Jul 22, 2024  
Canada

## Summary

CRM - Omnichannel Engagement Strategy Location: Montreal, #LI-Hybrid Novartis is unable to offer relocation support for this role; please only apply if this location is accessible for you. About the role: We are looking for experienced and passionate professionals to help us achieve our ambitious mission to engage with Health Care Professionals more meaningfully. As CRM Manager, you will be responsible for managing and strategizing email marketing campaigns, all while achieving KPIs through cross-collaboration efforts with all internal and external stakeholders. Passionate about performance marketing? Look no further. The role reports directly into the Martech & CRM Strategy Lead and will work closely with all therapeutic areas. Permanent position: Full Time

## About the Role

### Key Responsibilities:

- Devise and execute comprehensive email marketing strategies tailored to engage healthcare professionals effectively.
- Utilize CRM tools and platforms to segment HCPs based on various criteria, ensuring targeted and personalized email campaigns.
- Advise on copy & creative development of CRM channels, such as automated triggered messaging (not limited to email)
- Implement data-driven approaches to analyze and interpret HCP behavior, optimizing email campaigns for improved engagement and conversion rates.
- Oversee agency execution of campaigns to ensure excellence in delivery, performance & measurement.
- Drive email acquisition through cross-functional collaboration (ex: media, events, etc.)
- Conduct A/B testing and analyze key performance metrics to refine email campaigns continuously.
- Report on campaign performance providing ad hoc post-mortems to improve and inform future email strategy decisions & implement improvements based on insights gained from data analysis to enhance overall email campaign performance.

### Essential Requirements:

- 3+ years of digital experience with channels such as email and SMS.

- Strong analytical thinking to interpret data, identify trends, and make informed decisions to optimize digital CRM campaigns.
- Bilingual proficiency (English & French)
- Strong verbal and written communication skills to convey complex digital strategies and insights to both technical and non-technical stakeholders.
- Experience using Google Analytics & Salesforce Marketing Cloud

**Desirable Requirements:**

- Basic understanding of HTML, CSS and/or AMPscript
- GA4 & SFMC Certifications

**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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Division

International

Business Unit

Innovative Medicines

Location

Canada

Site

Montreal

Company / Legal Entity

CA04 (FCRS = CA004) NOVARTIS PHARMA CANADA INC.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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