

Digital Brand Engagement Manager Neurosciences

Job ID
REQ-10013219
Juli 09, 2024
Niederlande

Zusammenfassung

~Local Brand Managers OR global / regional / local sub-function specialisten binnen een specifieke marketing sub-functie. ~Definieer productstrategie in overeenstemming met lokaal management en wereldwijde marketingafdeling en voer ondersteunende tactische plannen/projecten uit.

About the Role

Location: Amsterdam

Key responsibilities:

Your responsibilities include, but are not limited to:

- Contribute to data and digital strategy and act as a visionary leader and partner to marketing and commercial within the TA squads, connecting channels and bridging between functions (marketing, sales, medical interface) to ensure best MOE execution (generated by HO and customer engagement managers) for a seamless optimal customer experience
- Guide and inspire a cohesive team of internal and external resources to develop and manage Franchise Omni-channel and digital solution(s), developing a first in class communication plan that support best execution of Omni-channel, data & digital programs
- Develop, support and execute training & coaching of customer engagement managers to identify, and optimally leverage, internal (cross functionally and cross brands) and external (competitors and other categories/industries) digital best practices to achieve optimal customer experience and positive behavioral change.
- Partner on webinar platforms to improve virtual capabilities within medical, congresses and multiple engagement channels including social media and online networks
- Being responsible for providing regularly digital performance reports as agreed (including both Marketing and sales digital execution)
- Being accountable for delivering an overarching Omni-channel experience, across channels including digital & online initiatives, social media, mobile and website.
- Ensuring that content and style of communication is consistent across all channels and foster strong project leadership and accountability for results: set specific, measurable, actionable and time related deployment goals with clear success and metrics.

Essential Requirements:

- Bachelor's degree, a master's degree will be strongly preferred
- Digital savvy

- Dutch and English on a fluent level
- At least 2 years of previous experience in digital marketing
- A previous experience in a pharmaceutical company and a previous experience in the specific therapeutic area (Neurosciences) will be preferred

Why Novartis?: Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

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Commitment to Diversity and Inclusion: Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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Abteilung

International

Business Unit

Innovative Medicines

Ort

Niederlande

Website

Amsterdam

Company / Legal Entity

NL08 (FCRS = NL008) Novartis Pharma NL

Functional Area

Marketing

Job Type

Full time

Employment Type

Tijdelijk (bepaalde tijd)

Shift Work

No

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