

Lead/Associate, CX Content Creation

Job ID
REQ-10008591
Lug 21, 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

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

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

[Apply to Job](#)

[midcareer-](#)

r.japan@novartis.com

```
iframe{ width: 100%; margin-top: 3rem; } @media screen and (max-width: 767px){ iframe{ height: 30vh !important; } } @media screen and (min-width: 768px){ iframe{ height: 34vh !important; } }
```

Job ID

REQ-10008591

Lead/Associate, CX Content Creation

[Apply to Job](#)

Source URL: <https://www.adacap.com/careers/career-search/job/details/req-10008591-leadassociate-cx-content-creation-ja-jp>

List of links present in page

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

2. <https://talentnetwork.novartis.com/network>
3. https://novartis.wd3.myworkdayjobs.com/ja-JP/Novartis_Careers/job/Head-Office-Japan-Pharmaceuticals/Lead-Associate--CX-Content-Creation_REQ-10008591
4. <mailto:midcareer-r.japan@novartis.com>
5. https://novartis.wd3.myworkdayjobs.com/ja-JP/Novartis_Careers/job/Head-Office-Japan-Pharmaceuticals/Lead-Associate--CX-Content-Creation_REQ-10008591