

Omnichannel Engagement Manager (f/m/d) Austria, Vienna

Job ID
REQ-10031505
Dic 02, 2024
Austria

Sommario

The OCE Manager supports the concept of OCE and digitalization for Innovative Medicines pioneering bold innovations through data-driven omnichannel approaches and transforming customer engagement. The OCE Manager is dedicated to specific brands and will be part of the cross-functional Brand Teams.

About the Role

Major accountabilities:

- Designs innovative omnichannel solutions that brings **added value** to our customers and **increases understanding** of their **individual** needs in alignment with Brand Strategy.
- Ensures seamless execution of OCE activities across the OCE platforms for the dedicated brands.
- Partners with Commercial Therapeutic Areas (TA) and Medical Leads on respective brands and drives the omnichannel transformation/ digital excellence, personalized customer interaction and engagement.
- Secures and supports maintenance of local digital assets and owns the local governance of the HCP portal and patient websites.
- Responsible for content updates to all digital channels, websites, RTEs, MTEs, newsletter and selected social media campaigns.
- Analytics tracking/ monitoring of digital channels as well as is aware of software possibilities
- Liaises with WEC peers and supports the effective localization of our global digital / NGE platforms and drives cross-brand digital engagement in terms of channels, brand content and social media.

Minimum Requirements:

Work Experience:

- University degree business or digital communication. Advanced degree in business, and/or management, digital/ e-commerce marketing, bioscience.
- Experience in omnichannel engagement within the Austrian market.
- 3+ years of experience in cross-functional teams.
- Ability to orchestrate different workstreams in parallel and project management skills.
- Well-developed understanding of digital trends & solutions, technology platform and products.
- Working experience within the pharmaceutical industry is considered a plus.
- Strategic Management and Execution.

Languages :

- German

- English

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

Austria

Sito

Vienna

Company / Legal Entity

AT06 (FCRS = AT006) Novartis Pharma GmbH

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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If because of a medical condition, physical disability or a neurodiverse condition you require an adjustment during the recruitment process, please reach out to disabilities.austria@novartis.com and let us know the nature of your request as well as your contact information. The support which we can provide will include advice on suitable positions as well as guidance at all stages of the application process. Austrian law provides candidates the opportunity to involve the local disability representative, Behindertenvertrauensperson (BVP), in the application process. If you would like to request this, please let us know in advance as a note on your CV.

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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