

Lead, Cx Content Creation

Job ID
REQ-10027884
Feb 17, 2025
Japan

Summary

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 (Indicate how performance for this role will be measured)

- 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

Experience/Professional requirement:

- 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

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