

# Senior Lead, Cx Content Creation

Job ID  
REQ-10027886  
Feb 17, 2025  
Japan

## Summary

Lead the team in creating contents for all key brands across therapeutic areas (TAs) in line with global and local Cx (customer experience) strategy, providing the right Cx to the right target at the right timing across all touchpoints, and become a pioneer in agile content creation in pharma.

## About the Role

Your key responsibilities:

- Create Cx-Content for all channels across therapeutic Areas (TAs)
- Analyze and outline the content strategy in line with TA and Cx strategy
- Partner with market research team to conduct Cx content testing and feedback loop
- Provide input to the global customization
- Leverage global assets and drive rapid Cx- Content localization
- Deliver unparalleled customer experience and maximize impact

Key Performance Indicators (Indicate how performance for this role will be measured)

- Cx feedback
- Quantity & quality of Cx Content creation across all touchpoints
- Improvement in overall content satisfaction of each touchpoint
- Feedback from key internal end-users on quality of proposal/ outputs/ implementation

Number of associates: 15

Minimum requirements:

Education:

University degree in relevant subject, MBA preferred

Experience/Professional requirement:

3+ year marketing experience, in healthcare industry strongly preferred

Content creation experience (brand level)

Have demonstrated high competency in customer focus, strategic thinking & planning, and marketing

Team management and development experience

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?

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Division

International

Business Unit

Innovative Medicines

Location

Japan

Site

Toranomon (NPKK Head Office)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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