

SENIOR DIGITAL CUSTOMER ENGAGEMENT MANAGER – JOB DESCRIPTION

INFORMATION ON THE JOB

Job Title	Senior Digital Customer Engagement Manager
Department	Customer Engagement & Digital Experience

REQUIREMENTS ON THE POSITION

Required level of education	<ul style="list-style-type: none">- Completed degree or equivalent professional qualification in Business, Marketing, Communications, Digital Business, or a related field- Digital qualification (preferable) or demonstrable experience- Fluent English (oral, written and professional vocabulary)
Required work experience	<ul style="list-style-type: none">- Over 7 years of experience in a similar role, ideally in digital marketing or customer engagement (pharmaceutical industry desirable or agency)- In-depth understanding of digital channels and platforms, and their use in customer management- Experience in omnichannel marketing (including social media), crafting personalized customer journeys, and enhancing customer engagement and experience.- Demonstrable experience leading and managing digital marketing campaigns, email journeys and social media- Experience on managing websites and apps Go to Market model- Experience analyzing and interpreting customer data to optimize the customer journey (Matomo/Piano/GA, SFMC/Marketo, Salesforce/Veeva/OCE)
Required skills & knowledge	<ul style="list-style-type: none">- Strong time management and flexibility, workload prioritization, and multi-tasking abilities.- Excellent written and oral communication skills (English mandatory)- Ability to work independently and collaboratively with team while leading without authority- Proactive in sharing expertise and demonstrating a positive can-do attitude on a matrix environment- Creates an open, trusting environment for discussing confidential/ethical issues.- Takes ownership, initiates action, and sets high professional standards.- Strong interpersonal and influencing skills; acts as a passionate and enthusiastic digital champion.- Focuses on activities that deliver results and ROI, with customer experience positive impact- Methodical, detail-oriented approach ensuring adherence to SOPs and task completion- Initiative, drive and autonomy; able to operate with minimal supervision and work with limited infrastructure, knowing when to consult/inform manager/others.

OBJECTIVES AND TASKS OF THE POSITION

Objectives

The Senior Digital Customer Engagement Manager Europe is responsible for optimizing customer engagement opportunities and the successful implementation of holistic omnichannel projects and campaigns for impactful customer experience.

Tasks

Developing = Support or deliver with support but ultimately not accountable for the result		
Competent = Effective delivery to a high standard and accountable for the result		
Excellent = Delivering to an excellent standard and leading by example		
The listed responsibilities establish the expected level of expertise for the role and can guide development needs. Individual performance assessments do not apply to the role owner.		
	ACCOUNTABILITY	SENIOR
General	Understand the digital ecosystem, services, solutions, automation and brand's omnichannel journey	E
	Possess in-depth knowledge of digital marketing, including current trends and new technologies to inform and improve the department strategy	C
	Take and recommend strategic decisions that are informed by data drive analysis, researched and evidenced industry insights	E
	Lead, manage and engage with internal and external stakeholders	E
	Manage internal relationships in order to work effectively within cross-functional teams	E
	Drive and influence cross-functional and project teams	C
	Be an effective Project Manager in order to lead and influence cross-functional and project teams including Medical, Sales, IT or Portfolio & Lifecycle management	E

	CEDx Specific	Develop and execute digital initiatives by identifying key customer engagement opportunities, planning, and implementing it together with sales & marketing teams	E
		Ensure that digital and omnichannel tactics are seamlessly included in the overall brand strategy, enhancing the coherence and effectiveness of marketing efforts.	E
		Maximize Chugai digital capabilities to achieve exceptional customer experience by bringing innovative thinking and a deep understanding of customer needs and behaviours.	E
		Cultivate a "digital first" mindset within Chugai's teams while fostering a digital-first culture by promoting the importance of digital channels and ensuring that digital strategies are prioritized in marketing and sales activities.	E
		Enhance the digital capabilities through training and support by organizing workshops, providing resources, and offering guidance to ensure that the teams are well-equipped to execute digital strategies effectively.	C
		Manage and work effectively with agencies and other third-party service providers	E
		Manage expenditure budgets in cooperation with finance teams	C
		Shape a cohesive GTM and customer offering across digital platforms by providing a consistent offering across platforms and systems	E
		Set, monitor and report on KPIs and quantitative objectives	E
		Lead and drive the omnichannel communication and implementation of the marketing strategy for optimal field execution and customer engagement and digital experience	E
		Work alongside portfolio management to co-create and implement a cohesive digital and marketing strategy: This involves aligning digital initiatives with portfolio goals and ensuring that all marketing efforts are integrated.	E
		Ensure the strategy is interwoven with all marketing efforts to provide a unified customer experience, providing a unified and consistent customer experience across all touchpoints.	E

		Implement automation in customer communications to enhance engagement and CX by making interactions more efficient and personalized.	E
		Inspire, motivate and provide leadership	C
		Ensure strategic and tactical alignment with medical, sales. IT and portfolio & lifecycle teams	E
		Measure and demonstrate improved customer interactions through measuring impact, demonstrating improvements and making data-driven reporting and action plans	E
	Compliance	Work in compliance with external regulations and adhere to internal SOPs and compliance procedures	E
	Corporate	To execute the corporate CEDx strategy and ensure alignment with the company's mid to long term plans	E
		Provide mentoring support to colleagues and take on additional responsibilities for the organisation	C
		Be respected and recognised as the Digital champion and a key advocate of Chugai	E
		Establish a productive interface with high level internal stakeholders from across the organisation, including global and have the gravitas to influence these stakeholders	C

SPECIAL POWERS OF THE POSITION (PLEASE FILL IN)

Powers of attorney	N/A
Budgetary responsibility	N/A

DATE / SIGNATURE

date	First/Last name	Executive / Insert Managers title
date	First/Last name	Job holder

