



## Sr. Manager, Omnichannel Strategy & Delivery (Pharma)

### Job Information

#### Hiring Company

Indegene Japan Godo Kaisha

#### Job ID

1574496

#### Division

Enterprise Omnichannel Strategy and Orchestration

#### Industry

Other (Medical, Pharmaceutical)

#### Company Type

Small/Medium Company (300 employees or less) - International Company

#### Job Type

Permanent Full-time

#### Location

Tokyo - 23 Wards, Chiyoda-ku

#### Train Description

Yamanote Line, Tokyo Station

#### Salary

Negotiable, based on experience

#### Refreshed

June 3rd, 2026 09:00

### General Requirements

#### Minimum Experience Level

Over 6 years

#### Career Level

Mid Career

#### Minimum English Level

Business Level

#### Minimum Japanese Level

Business Level

#### Minimum Education Level

Bachelor's Degree

#### Visa Status

Permission to work in Japan required

### Job Description

**POSITION TITLE:** Sr. Manager, Omnichannel Orchestration and Delivery

**REPORTS TO:** Sr. Director Customer Experience and Operations

**TEAM:** Enterprise Omnichannel Strategy and Orchestration または Japan Client Partnership & Sales

**LOCATION:** Tokyo.Japan / Remote work available

The Omnichannel Orchestrator plays a key role within our Omnichannel Strategy & Orchestration practice and part of our omnichannel delivery framework. You will work alongside other Indegene colleagues and client teams, representing marketing strategy, campaign operations, data management, analytics and digital professional.

You should be able to lead multi and omni-channel digital campaign solutions in alignment with brand goals and objectives, work with brand teams and agencies to develop and deploy data-driven multichannel strategies. Designing customer journeys based on the brand's objective and target audience, assisting cross-functional teams to develop, execute, and manage campaign solutions. Responsible for measuring, analyzing, and optimizing campaigns and generating insights, and providing recommendations for making a business impact. Planning, designing, executing, delivering, and optimizing multichannel and omnichannel strategies.

This key role is the anchor within our engagement and works with healthcare clients in delivering omnichannel marketing programs to HCP, patients, caregivers, pharmacists and other stakeholders in the healthcare ecosystem. You will be involved in new brand launches, growth brands, and work with strong digital and Omnichannel experts. You will provide strategic guidance and operational support, and help design, develop, and launch various Omnichannel campaigns and capabilities. You must be a strong leader to drive the digital operational change in the pharmaceutical industry and a strong project manager to pull through the tactics through to completion/deployment.

To succeed in this key Omnichannel Orchestration role, you are a skilled tactical strategist, have the ability to drive operational excellence and have exceptional client management skills. Address solutions utilizing both analytical and creative ways of thinking and are able to explain complex concepts to non-technical stakeholders. Must be able to represent Indegene at the highest levels within brand management and commercial operations.

**You will be called on to:**

1. Helping clients envision, plan, build and deliver customer engagements and experience through omnichannel tactics, including field, digital and traditional channels (Rep, RTE, Web, Email, SEM, Social, Media, Webinars, chat, print and direct mail, etc.)
2. Identifying strategic directions and prioritizing to address business needs and collaborating with stakeholders to drive omnichannel excellence.
3. Managing projects, prioritizing initiatives, and monitoring deliverables across partners.
4. Develop benchmarks and KPIs for tactics in partnership with the analytics team and recommend optimizations across tactics.
5. Assessing business needs and creating requirements for omnichannel campaigns, digital analytics and content and web assets.
6. Owning and managing projects to ensure seamless execution.
7. Supporting campaign management and acting as the Single Point of Contact.
8. Providing guidance on client-relevant processes and facilitating approvals.
9. Consulting key business users on Omnichannel digital tactics, compliance nuances, technology platforms, channels and customer engagement tactics.
10. Evaluating business processes and developing optimization strategies.
11. Conducting meetings, and presentations, and effectively communicating insights.
12. Acting as a liaison between client stakeholders, external agencies, and Indegene colleagues.

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**Required Skills**

**Requirements:**

1. Multichannel and Omnichannel marketing and digital channel experience is a must.
2. Martech consultant experience, with a strong understanding of marketing technology tools and strategies.
3. Brand launch experience, brand management, digital operations within the pharmaceutical industry.
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5. Strong project management skills and collaboration skills
6. Exceptional analytical and conceptual thinking skills.
7. Excellent documentation skills and ability to communicate complex ideas in simple way
8. Experience creating detailed reports and giving presentations, while explaining complex problems with simple solutions.
9. Excellent planning, organizational, and time management skills.
10. Experience with the Legal/Medical/Regulatory review process.
11. Strong collaboration and influencing skills.
12. A bachelor's degree in business or related field or an MBA
13. Minimum of 7+ years of experience in brand operations, project management or digital operations and strategy

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**Company Description**