



【1200～1600万円】 Associate Director Omnichannel Strategist

大手外資製薬メーカーでの募集です。 デジタルマーケティングのご経験のある方は歓迎...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

大手外資製薬メーカー

Job ID

1575831

Industry

Pharmaceutical

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

12 million yen ~ 16 million yen

Work Hours

09:00 ~ 17:15

Holidays

【有給休暇】年間休日日数は年毎に変更がございます。 初年度：試用期間終了後1～10日（入社時期により異なる）／2年度目：13日...

Refreshed

February 21st, 2026 13:00

General Requirements

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2325552】

【Position Summary】

The Omnichannel Strategist acts as member of Worldwide Commercialization Excellence (WCx) for brand teams pulling in cross functional resources as needed to ensure successful delivery of omnichannel strategy and campaigns. This role is deployed to brand teams to lead digital and media channel planning in collaboration with our business partners and leads cross functional teams (business matrix agency partners) to execute and optimize campaigns tactics and programs to

meet and exceed business strategy and objectives.

[Purpose/Objective of the Job]

- Plan and execute omnichannel brand campaigns programs media planning campaigns and tactics driving operational effectiveness business impact and achievement of objectives.
- Partner with business and other WCx functions (e.g. Integrated Content Delivery) and BIT functions (e.g. Customer Engagement Platform Team) on development of overall omnichannel strategy followed by more specific digital channel strategy to meet business and customer needs.
- Partner with AIA to develop metrics and measurement plans and deliver omnichannel insights and recommendations for ongoing optimization of omnichannel strategy
- Leverage Digital Capabilities and Customer Engagement Excellence principles standards and best practices to drive results for the business. Examples include Omnichannel and advanced analytics content modularization CRM websites Interactive visual aids (IVAs) email Remote Engagement and Search Engine Marketing. Other examples to be identified based on business/customer needs and prioritized according to the identified customer experience journeys.
- Identify and run experiments with IT / CEP to pilot/scale future digital marketing capabilities.
- Act as a coach to brand teams to ensure adoption of new ways of working with specific focus on omnichannel strategy

[Key Responsibilities]

- Leads brand omnichannel planning and content strategies in partnership with marketing across cross functional stakeholders for multiple customers as prioritized by the brand lead.
- Leads cross functional matrix teams to enable seamless execution of business strategy and lead execution of derivative content and digital campaigns/tactics
- Contributes to continuous improvement of engagement channel content and analytic planning frameworks and tactical templates to use across cross functional brand teams.
- Leads and coordinates regular insights and metrics discussions with business partners in partnership with the AIA team to ensure frequent optimization of the engagement content and channel plans.
- Collaborates with AIA to ensure KPI identification measurement plans and optimization of omnichannel campaigns and customer journeys
- Coordinates with Marketing AIA Customer Engagement Platforms IT Digital Production Content Delivery and rest of WCx teams on the following activities:
 - Prioritization of campaigns and tactics
 - Definition of campaign/tactic success (e.g. development of metrics plan)
 - Evaluation and optimization of tactics
 - Driving tactical plan to accomplish KPI and business objectives
 - Provides omnichannel subject matter expertise into the ongoing evolution of customer engagement model by working with business leads on critical business priorities
 - Maintains view of the competitive landscape and has a broad perspective across BMS and pharma industry to identify and drive best practice around omnichannel expertise
 - Drives innovation culture and coordinates with business and capability leads to develop innovative digital tactics and apply metrics analytics and insights
 - Identifies long term process needs of the business partners focused on omnichannel capabilities developing and executing a plan to address business requirements
 - Identify opportunities for synergies and collaboration within and across markets within a therapeutic area
 - Identify share and lead implementation of best practices in OC planning content creation platform development etc. across TAs / brands
 - Lead on the relationship with digital agencies/vendors to define project scope costs timelines and deliverables
 - Partner with content stewards Production Content Delivery to provide early insight into crossmarket material creation to drive content/asset re use.
 - Deliver campaign briefs and other necessary requirements documentation to support the development of programs
 - Monitor manage and provide regular updates on campaign/project financials
 - Partner closely with Production and Content Delivery to provide direction support to project teams and implement changes when needed to achieve project objectives
 - Monitor project status and budget and provide regular reporting on progress challenges and solutions
 - Collaborate with other Omnichannel Strategy teams to enable consistency and best practice sharing across the enterprise
 - Identify business process and capability improvement opportunities aligned to the needs of the business/customers
 - Flex coverage across Omnichannel Strategy teams on as needed basis
 - Manage / communicate with / present to senior stakeholders (e.g. up to GM level locally global leadership level globally)

Disclaimer: The responsibilities listed above are only a summary and other responsibilities will be requirements as assigned)

Required Skills

[Qualifications Experience]

- 4 year bachelor's degree required; MBA preferred
- 8+ years of experience in Digital / Omnichannel Marketing leadership including marketing/customer engagement strategy brand/business planning analytics multichannel (digital and non digital) marketing operations and campaign/tactic execution/management
- Broad high level demonstration of competencies listed below
- Business level fluency in English and Native level fluency in Japanese

[Key competencies desired]

Omnichannel excellence:

- High level strategic thinking and articulation
- Strong record of accomplishment of developing and executing omnichannel strategies and tactics (across personal non personal promotional channels)
- Considerable experience in omnichannel marketing in industries with high digital usage
- Experience working with and directing external creative and media agencies

- Insight and analytical fluency
- Financial and business acumen
- Knowledge of industry trends and benchmarks for content and channel performance across different customer types
- Data driven customer experience
- Understands media planning buying and pull through
- Leverages creative and analytical approaches to identify and activate paid earned and owned channels

Customer backed performance management:

- Adopts a customer focused mindset in building strategy and tactics; understands unique customer preferences for omnichannel deployment
- Maintains a robust set of metrics / KPIs in partnership with AIA to track omnichannel campaign performance by customer segment with feedback loop to inform on going omnichannel strategies
- Drives trade off decisions anchored in data
- Partners with BI A to understand omnichannel preferences for different customer segments
- Demonstrates ability to deliver on customer needs and optimize customer experience

Content production and deployment management:

- Experience operating in agile teams; ability to coach teams on agile ways of working for content creation
- Facilitates content delivery process for brand teams enabling agile ways of working
- Knowledge and experience with MLR processes for content production
- Knowledge of requirements for omnichannel pull through; adopts new tech / ways of working to enable content deployment faster (e.g. modular content)
- Experience using modular content creation (e.g. tagging taxonomy)

Leadership and cross functional collaboration:

- Strong demonstrated ability to lead and influence a cross functional team including senior management
- Has a record of accomplishment of fostering a collaborative environment and creating a strong rapport
- Leads change mentors and upskills teams

Company Description

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