



【1000～1400万円】Senior Manager CRM Lead

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Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

非公開

Job ID

1587062

Industry

Pharmaceutical

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

10 million yen ~ 14 million yen

Work Hours

09:00 ~ 17:15

Holidays

詳細は求人ご紹介時にご案内いたします。

Refreshed

May 16th, 2026 08:00

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2363008】

This is what you will do:

Japan CRM strategy ownership: Own the Japan CRM vision roadmap and operating model aligned to the Rare Disease commercial strategy improving engagement and commercial execution.

Global CRM liaison: Act as the primary Japan point of contact to Global CRM aligning on standards governance releases

and best practices while ensuring local needs are represented.

CRM migration leadership: Lead Japan side planning and execution for the future CRM migration ensuring continuity of business operations data integrity and strong user adoption.

You will be responsible for:

Define and execute Japan CRM roadmap: Translate business priorities into a structured backlog requirements and delivery plan balancing global standards with Japan market needs.

Manage Japan CRM operations: Oversee day to day CRM management (user access/roles issue triage enhancements release readiness) and drive continuous process improvement for Sales and Marketing.

Partner cross functionally: Work with Sales Marketing Commercial Insights Digital/IT and external vendors to design and implement CRM enabled processes that improve productivity and customer experience.

Deliver KPI reporting insights enablement: Design implement and continuously optimize KPI reporting and dashboards; ensure stakeholders have timely accurate performance and activity visibility.

Own customer and activity data processes: Establish end to end processes for data collection management aggregation and quality control across customer activity and performance datasets.

Vendor and data agency management: Lead external partners (data agencies and system vendors) for KPI tracking data acquisition planning integration and reporting delivery ensuring quality cost and timelines.

Enable omnichannel and personalization: Support segmentation and customer engagement design by operationalizing CRM capabilities that enable more personalized compliant field and digital approaches.

Lead CRM migration (Japan scope) : Drive Japan requirements impact assessment data readiness (cleansing/mapping/validation) UAT coordination cutover planning training support and hyper care in close alignment with Global CRM.

Ensure governance and compliance: Maintain strong data integrity and appropriate data handling aligning CRM usage and reporting with relevant policies and regulatory expectations.

Required Skills

You will need to have:

Pharma CRM experience: 3 • 5+ years of hands on CRM experience within the pharmaceutical industry with strong understanding of Sales and Marketing processes.

Global communication capability: Proven experience working with global stakeholders and operating effectively in a global governance/release environment.

Data driven skills: Strong quantitative mindset with experience defining KPIs interpreting performance data and translating business questions into data/reporting requirements.

Technical fundamentals: Working knowledge of databases and data handling including SQL and advanced Excel; experience implementing or managing BI tools (e.g. Power BI MicroStrategy BusinessObjects) .

Project stakeholder management: Demonstrated ability to lead cross functional initiatives manage priorities and deliver on time with high quality in a matrix environment.

Vendor management: Experience managing external vendors and/or data agencies including scope delivery oversight and issue resolution.

Language: Business level English and Japanese to communicate effectively with Global CRM and Japan commercial stakeholders.

We would prefer for you to have:

CRM migration experience: Prior involvement in a major CRM migration or global template rollout (requirements data migration testing change management adoption) .

Omnichannel enablement: Experience implementing or operating omnichannel promotional processes and field force digital enablement.

Marketing automation exposure: Experience with tools such as Marketo or Account Engagement (Pardot) and integration with CRM.

Customer analytics segmentation: Practical experience in HCP segmentation targeting and customer analytics to support personalized engagement strategies.

Company Description

ご紹介時にご案内いたします