

Omnichannel Leader

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Global Rare Disease Pharmaceutical Company

Job ID
1621456

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

Refreshed
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General Requirements

Minimum Experience Level
Over 3 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

Job purpose
The Omnichannel Lead is a critical member of the Customer Experience & IT (CET) team, serving as a dedicated resource for the organization to drive fact-based, AI-enabled omnichannel engagement across the portfolio.
This role is responsible for translating customer journey insights, customer and consent data, sales data, real-world data, competitive intelligence, publications, and scientific activity into precise customer segmentation and orchestrating engagement across owned, paid, field, and digital channels.
The role will accelerate the integration of digital and customer engagement capabilities into the enterprise engagement platform, enabling a unified omnichannel engagement ecosystem powered by AI-driven personalization, next best action recommendations, and marketing automation.
The role will support the business-led design, deployment, and adoption of CRM platforms and associated customer data, marketing automation, and decisioning capabilities.
The Omnichannel Lead will work closely with stakeholders across Marketing, Sales, Medical, Customer Experience, Analytics, IT, regional teams, and external partners to lead strategy development, requirement definition, implementation, change management, adoption, and value tracking.
This role is expected to balance standardization with local business needs while delivering measurable improvements in

customer engagement, conversion, campaign effectiveness, and commercial productivity.

Strategic Partnership & Planning
Act as a thought partner to BU Heads, Marketing Leads, Field Leadership, Medical, Customer Experience, and Analytics stakeholders to co-develop a unified omnichannel strategy aligned to the customer journey.
Accelerate the integration of digital and customer engagement capabilities into the enterprise engagement platform, creating a single engagement ecosystem enabled by AI-driven personalization, next best action recommendations, and marketing automation.
Define business, data, channel, and operating requirements for omnichannel transformation programs, ensuring the right balance between standardization, user experience, and market-specific local needs.
Contribute to baseline assessment and strategy development, including customer persona definition, journey mapping, identification of key content, and KPI framework design.
Support prioritization and roadmap development for strategic capabilities such as Customer Portal, Pre-call Planning Assistant, Omnichannel Automation, and Unified Customer Data & Profile Platform, including CRM platform and associated customer engagement capabilities.
Support the translation of customer journey insights into actionable omnichannel use cases, content, and channel strategies.

Program Leadership & Execution
Lead the Customer Portal integration project into the enterprise engagement platform, including workstreams such as site structure and navigation, information architecture, wireframing, UX design, reporting, tagging, and attribution design.
Drive AI-Powered Field Engagement Optimization, specifically the implementation of the Pre-call Planning Assistant, to improve field call preparation, customer prioritization, meeting design, and call preparation.
Oversee the implementation and management of the Marketing Automation Platform (Omnichannel Automation), supporting rollout through operating model design, use case definition, and adoption planning.
Lead the development of a Unified Customer Data & Profile Platform to enable integrated use of cross-channel customer data, profiles, consent information, and behavioral signals.
Lead or support business requirements, use-case design, deployment readiness, user adoption, and value realization for CRM platforms in coordination with CRM, Data, IT, and regional stakeholders.
Lead or co-lead cross-functional transformation programs related to omnichannel engagement, including business case development, stakeholder alignment, execution planning, and impact measurement.
Assess change requests and emerging business needs and support prioritization and decision-making through structured scope and impact assessment.
Support the rollout of common regional capabilities and ways of working while identifying, documenting, and managing local market requirements, dependencies, and exceptions.

Capability Enablement & Adoption
Guide business units in adopting AI/Gen-AI, impact metrics, performance dashboards, and new omnichannel ways of working.
Support change management and capability building through workshops, coaching, training support, and playbook development.
Drive adoption beyond implementation by improving user uptake, sustained utilization, and integration into day-to-day business processes.
Partner with Marketing, Sales, Medical, and Analytics teams and represent omnichannel in governance forums and decision-making bodies.
Enable regional and local-market teams to apply customer journey thinking, customer-centric design, and next-best-action principles consistently in planning and execution.
Develop reusable playbooks, templates, and practical guidance for omnichannel use cases, CRM-enabled workflows, and cross-channel activation.

Insight Integration & Value Demonstration
Integrate sales data, market data, competitive intelligence, scientific activity, and publication data to build and continuously improve fact-based customer segmentation and targeting models.
Design and operationalize Next Best Action / Next Best Channel / Next Best Content logic to optimize customer engagement across field and digital channels, incorporating relevant customer journey stages, customer preferences, consent, behavioral signals, and local business rules.
Establish feedback loops with Data Science and Analytics teams to continuously optimize models based on engagement outcomes and campaign performance.
Define and track KPIs such as customer engagement rate, conversion, campaign effectiveness, channel contribution, and productivity impact.
Quantify and communicate the business value of omnichannel initiatives to senior stakeholders to support sustained investment and organizational alignment.
Support structured test-and-learn approaches to assess the impact of audience, content, channel, and sequencing decisions across regional markets.

Vendor & Technology Enablement
Evaluate MarTech, CRM, and Gen-AI personalization tools for business fit, scalability, and operational feasibility.
Design and execute pilots or proof-of-concepts for new solutions and assess readiness for broader rollout.
Manage collaboration with development vendors, data integration partners, and digital optimization partners to ensure delivery quality, speed, cost control, and business outcomes.
Ensure appropriate use of technology in line with data governance, privacy, consent management, organizational standards, and local requirements.
Partner with CRM, Data, IT, and external implementation partners to ensure CRM platforms and connected systems are designed and deployed in line with business requirements, regional standards, privacy, consent, information security, legal, regulatory, and compliance requirements.

Key Relationships to reach solutions
CET functions including Omnichannel, CRM, Data, Analytics, AI, Digital Platform, and IT teams
Commercial teams including Marketing, Sales, and Customer Experience
Medical and insight-generating teams
Business stakeholders, Global IT, and Regional / Global Commercial Operations
Corporate functions such as Compliance, Legal, Procurement, Finance, and HR

External partners including system development vendors, data integration partners, MarTech vendors, and digital optimization partners

Employee Benefits:
Employment Type: Full time employee (正社員)
Office Location: Central Tokyo, Japan
Working Model: Hybrid, 2-3 days in office with flex time.
Interviews: 2-3
Budget: Up to 16 Mil (base+bonus)
Welfare and Insurances: Covered

Required Skills

Education, Qualifications and Experiences
Education
Bachelor's degree in Business, Science, Data, Engineering, or a related field is required.
MBA or another advanced degree in a relevant discipline is preferred.

Experience
Minimum 5 years of experience in omnichannel, digital, customer engagement, commercial operations, or analytics roles.
Experience in healthcare, life sciences, biotech, or other regulated industries is preferred.
Experience contributing to major programs such as Customer Portals, AI-powered engagement optimization, marketing automation platforms, and unified customer data and profile platforms is required.
Proven track record of leading or driving cross-functional initiatives or transformation programs is required.
Experience supporting regional, multi-market, or global-to-local transformation programs is preferred.
Experience with CRM platforms, customer engagement systems, or comparable customer management solutions is preferred.
Experience applying customer journey insights to commercial, medical, customer-support, customer-experience, or omnichannel initiatives is preferred.

Skills & Competencies
Strong strategic thinking and structured problem-solving capability, with the ability to translate business needs into omnichannel strategies and execution plans.
Ability to influence without authority and drive decisions through collaboration in a matrixed organization.
Excellent communication and stakeholder management skills, including engagement with senior leaders.
Comfortable working in ambiguity with a proactive, outcomes-focused mindset.
Strong execution capability, with the ability to move from concept to implementation, adoption, and measurable business impact.
Ability to balance regional standards and reusable capabilities with country-specific customer, business, regulatory, and operating requirements.
Ability to translate customer journey insights into practical use cases, prioritized requirements, and coordinated channel activation plans.

Technical Skills
Hands-on knowledge of segmentation and targeting models, CRM systems, marketing automation, and AI/ML-driven personalization.
Ability to design a unified omnichannel model aligned to the customer journey.
Experience establishing engagement feedback loops with Data Science and driving continuous model optimization.
Understanding of KPI design, dashboards, attribution, and channel performance measurement.
Knowledge of CRM platforms, customer engagement ecosystems, or comparable enterprise solutions is preferred.
Understanding of customer journey mapping, next-best-action decisioning, consent-aware customer engagement, and the integration of customer data across field and digital channels.

Preferred Skills and Capabilities
Experience in brand or engagement planning, forecasting, or field strategy development.
Knowledge of the Japanese healthcare ecosystem and commercial engagement models.
Understanding of customer engagement dynamics and digital customer touchpoints in specialized or regulated markets.
Experience in coaching others, enabling teams, developing playbooks, or supporting capability building.
Product-oriented mindset with a strong focus on user experience and practical business adoption.
Understanding of cross-market deployment, localization, and change-management considerations within healthcare, life sciences, or regulated environments.
Knowledge of customer-support ecosystems and the privacy, consent, legal, regulatory, and compliance considerations associated with customer-data use.

Company Description

新たに日本マーケットに参入される外資系企業や、日本でさらなるビジネス拡大をお考えの外資系企業のお客様に、私たちは最適な採用サポートを提供いたします。1975年に英国初の日系人材紹介会社としてロンドンで創業し、その後シンガポール、日本、マレーシア、インドネシア、タイ、中国の7カ国 (また2011 年には香港・韓国にも拠点を新設予定) でグローバル人材紹介会社として事業を拡大してきたジェイ エイ シーは、そのバックグラウンドから、海外文化への深い理解を持ち合わせています。グローバルに事業を展開する日系人材紹介会社のリーディングカンパニーとして、私たちは他に類のない人材ネットワークから、日本人の優秀なバイリンガル人 材や外国人のプロフェッショナル人材をご提供することが可能です。幅広い業種、職種においてのエキスパートである当社のネイティブあるいはバイリンガルコ ンサルタントが皆様のパートナーとなり、適材適所で人材のご紹介をいたします。ジェイ エイ シーが築いてきた特有の歴史、文化、そしてグローバルマーケットでの強みを揺ぎない核として、日本マーケットで躍動する外資系企業のお客様のニーズにさら に的確にお答えするために、ジェイ エイ シー インターナショナルは誕生しました。私たちはアジアやヨーロッパのJAC Recruitment Group海外各社と緊密に連携を取り、お客様の真のニーズを把握した上で、最適なキャンディデイトをご紹介いたします。

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We provide specialized proactive recruitment support tomultinational clients who are setting up new operations or areexpanding existing business and seeking further growth in theJapanese market.As the first Japanese recruitment company to set up operations in theUK in 1975, understanding foreign cultures is second nature to us.With our extensive global network and historically leading position asrecruitment consultancy to Japanese corporations, we have access toan unrivaled pool of bilingual Japanese and foreign professionals.Our professional consultants are experts in a range of Industries andfunctions and all have extensive multicultural experience.Based on JAC's unique history, culture and market strength, JACInternational was founded to provide dedicated support to ourmultinational corporate clients in Japan.

JAC International Co., Ltd. is a wholly owned subsidiary of JAC Recruitment. Co., Ltd.