

【1200 ~ 1550万円】Omnichannel Lead (IT)

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Job Information

Recruiter
JAC Recruitment Co., Ltd.

Hiring Company
外資製薬会社

Job ID
1624193

Industry
Pharmaceutical

Company Type
International Company

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
12 million yen ~ 15 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
November 26th, 2026 16:06

General Requirements

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

【求人No NJB2427234】
■Job purpose

The・Omnichannel Lead・is a critical member of the・Customer Experience IT（CET）・team serving as a dedicated resource to drive・fact based AI enabled omnichannel engagement・across the rare disease portfolio.

This role is responsible for translating patient journey insights customer and consent data sales data real world data

competitive intelligence publications and scientific activity into precise HCP segmentation and orchestrating engagement across・owned paid MR and D2D・channels. The role will accelerate the integration digital and customer engagement capabilities into One 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 Salesforce Life Sciences Cloud and associated CRM customer data marketing automation and decisioning capabilities

The Omnichannel Lead will work closely with stakeholders across Marketing Sales Medical Patient Centricity Analytics IT market 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 patient and HCP engagement conversion campaign effectiveness and commercial productivity.

■Role and Responsibilities

Strategic Partnership Planning

Act as a thought partner to BU Heads Marketing Leads Field Leadership Medical Patient Centricity and Analytics stakeholders to co develop a unified omnichannel strategy aligned to the rare disease patient journey.

Accelerate the integration of and digital and customer engagement capabilities into One 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 patient and HCP persona definition journey mapping identification of key content and KPI framework design.

Support prioritization and roadmap development for strategic capabilities such as HCP Portal Pre call Planning Assistant Omnichannel Automation and Unified Customer Data Profile Platform including Salesforce Life Sciences Cloud and associated customer engagement capabilities.

Support the translation of patient journey insights・including barriers to diagnosis referral treatment initiation treatment continuity and patient support needs・into actionable omnichannel use cases content and channel strategies.

Program Leadership Execution

Lead the・HCP Portal Integration.
targeted for 2027 delivery including workstreams such as site structure and navigation information architecture wireframing UX design reporting tagging and attribution design while ensuring appropriate scalability and reusability needs where applicable.

Drive・AI Powered Field Engagement Optimization specifically the implementation of the・Pre call Planning Assistant to improve MR call preparation HCP prioritization meeting story design and call script preparation.

Oversee the implementation and management of the・Marketing Automation Platform （Omnichannel Automation） supporting the planned rollout in 2028 and 2029 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 Salesforce Life Sciences Cloud in coordination with CRM Data IT and APJ 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 APJ 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 APJ and local market teams to apply patient 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 Salesforce Life Sciences Cloud enabled workflows and cross channel activation.

Insight Integration Value Demonstration

Integrate sales data RWD competitive intelligence scientific activity and publication data to build and continuously improve fact based patient and HCP 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 patient journey stage 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 HCP engagement rate conversion campaign effectiveness channel contribution and productivity impact.

Quantify and communicate the business value of omnichannel initiatives to senior stakeholders in order 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 APJ 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 SEO/GEO related partners to ensure delivery quality speed cost control and business outcomes.

Ensure appropriate use of technology in line with data governance privacy consent management standards and local requirements.

Partner with CRM Data IT and external implementation partners to ensure Salesforce Life Sciences Cloud and connected platforms are designed and deployed in line with business requirements APJ standards privacy consent information security medical legal regulatory and pharmacovigilance requirements.

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 or commercial analytics roles.

Experience in rare disease and/or the pharmaceutical industry is preferred.

Experience contributing to major programs such as HCP Portal AI powered field 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 Salesforce Life Sciences Cloud Salesforce CRM Veeva CRM or comparable life sciences CRM and customer engagement platforms is preferred.

Experience applying patient journey insights to commercial medical patient 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 common APJ standards and reusable capabilities with country specific customer business regulatory and operating requirements.

Ability to translate patient and HCP 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 including・Veeva marketing automation and AI/ML driven personalization.

Ability to design a unified omnichannel model aligned to the rare disease patient 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 Salesforce Life Sciences Cloud Salesforce ecosystem capabilities or comparable CRM platforms is preferred.

Understanding of patient 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 pharmaceutical go to market models.

Understanding of HCP engagement dynamics and digital customer touchpoints in rare disease 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 pharmaceutical or healthcare environments.

Knowledge of patient support ecosystems and the privacy consent medical legal regulatory and pharmacovigilance considerations associated with patient and customer data use.

■Language

Business level proficiency in・Japanese and English both written and verbal.

■Key Relationships to reach solutions

CET functions including Omnichannel CRM Data Analytics AI Digital Platform and IT teams

Brand Commercial teams including Marketing Sales and Patient Centricity

Medical Affairs and insight generating teams

Alexion 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 SEO/GEO related partners

Company Description

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