

【1000 ~ 1350万円】Digital Lead Communication Manager| Staff or Non l…

外資大手製薬会社での募集です。 WEBディレクターのご経験のある方は歓迎です。

募集職種

人材紹介会社
株式会社ジェイ エイ シー リクルートメント

採用企業名
外資大手製薬会社

求人ID
1614860

業種
医薬品

会社の種類
外資系企業

雇用形態
正社員

勤務地
東京都 23区

給与
1000万円 ~ 1300万円

勤務時間
08:45 ~ 17:20

休日・休暇
詳細は求人ご紹介時にご案内いたします。

更新日
2026年10月29日 04:00

応募必要条件

キャリアレベル
中途経験者レベル

英語レベル
ビジネス会話レベル

日本語レベル
ネイティブレベル

最終学歴
大学卒： 学士号

現在のビザ
日本での就労許可が必要です

募集要項

【求人No NJB2415464】
以下スタッフ、ノンラインマネージャー共に同様
■Role Purpose:

・Serve as the company’s digital lead and center of excellence for digital communications in Japan.

・The role is responsible for developing and driving the company’s digital strategy content strategy and channel strategy to

strengthen corporate reputation support business priorities and enhance stakeholder engagement.
・By translating complex scientific medical policy and corporate topics into compelling and accessible content the Digital Lead helps connect unmet needs innovation patient impact and company purpose for key audiences.

・The Digital Lead leads content development social media digital channels social listening digital governance and agency management ensuring all activities are aligned with business objectives corporate standards and measurable performance outcomes.

・The role is the single point of accountability for digital communications performance in Japan including strategy content quality channel effectiveness governance and agency delivery. The role is responsible for ensuring that all digital communications activities deliver measurable business impact support corporate reputation meet compliance requirements and align with business priorities.

■Key Job Accountabilities:

1. Digital Strategy Planning（25%）

・Develop own and continuously evolve the company’s digital strategy channel strategy content strategy and annual digital roadmap that is aligned with business priorities and Corporate Affairs objectives.
・Ensure digital priorities are translated into clear plans timelines and deliverables and are executed effectively across the organization.
・Lead integrated content planning and execution across digital channels including websites social media articles videos infographics and other multimedia content.
・Act as a trusted advisor to stakeholders to identify opportunities to strengthen digital engagement reputation disease awareness and stakeholder communications.
・Advise leadership and key stakeholders on digital trends audience behavior content investment and emerging communication opportunities.
・Define KPIs performance metrics and reporting frameworks to measure effectiveness and business impact.
・Ensure effective implementation of agreed strategies across all relevant digital touchpoints.

2. Content Development Storytelling（50%）

・Own the development and storytelling of digital content across corporate disease awareness innovation executive communications and other priority topics.
・Write high quality audience centric high quality content that effectively translates complex scientific medical policy and corporate topics into compelling and engaging communications that support business objectives and stakeholder engagement.
・Personally develop high quality content including copy messaging social media posts articles executive communications and creative concepts based on source materials and stakeholder input.
・Adapt and localize global content while developing locally relevant content and engagement programs for Japan.
・Develop original disease awareness content and integrated communication campaigns where appropriate.
・Serve as the final communications lead for digital content quality ensuring content is strategically aligned audience centric compelling compliant and fit for purpose before publication.
・Lead cross functional content development and review processes to ensure scientific accuracy compliance message consistency and alignment with corporate priorities.
・Ensure consistent messaging tone of voice and adherence to corporate branding standards across all digital communications.

3. Digital Channel Management Optimization（10%）

・Own and optimize company digital channels including corporate websites social media INSITE Viva Engage and emerging AI enabled functions as required
・Continuously optimize channel performance through analytics audience insights SEO/GEO considerations and best practices.
・Monitor and report on channel effectiveness and recommend improvement actions. Develop data driven recommendations to guide content strategy channel investments and stakeholder engagement approaches.
・Collaborate with global teams on digital platform evolution governance and campaign execution.

4. Social Listening Risk Monitoring Governance（10%）

・Lead social listening activities to identify stakeholder sentiment emerging trends opportunities and potential issues.
・Monitor digital and reputational risks and provide timely guidance and recommendations to relevant stakeholders.
・Support issue management and response activities when required.
・Localize implement and maintain global and local digital policies guidelines and governance frameworks.
・Establish and oversee governance processes for digital communications ensuring compliance with company policies healthcare regulations approval processes and adverse event reporting requirements.
・Responsible for localizing global digital guidelines and establishing and managing Japan specific guidelines in accordance with local regulatory requirements.
・Conduct quality reviews of digital content and communication activities to ensure accuracy consistency compliance and alignment with corporate standards.
・Provide guidance to business leaders and content owners on compliance sensitive topics best practices and reputation risks.

Partner with Medical PSPV Legal Compliance and global stakeholders to ensure appropriate monitoring escalation reporting and handling of adverse events（AEs）and other compliance related matters.

5. Agency Vendor Management（10%）

・Based on agreed strategy and plan own agency performance and hold agency partners accountable for quality execution timelines budget management and achievement of agreed objectives.
・Effectively manage external agencies and vendors to ensure high quality execution efficient use of resources and delivery against agreed objectives across: digital posting creative development video/visual production website localization and maintenance channel management reporting analytics and digital campaign execution.
・Ensure content campaigns channel updates and digital projects are delivered on time within budget and to agreed quality standards.
・Ensure high quality execution
Maintain high standards of quality timeliness strategic alignment and compliance.

6. Stakeholder Management Business Partnership（10%）
・Lead engagement with internal and external stakeholders to execute agreed digital strategies and plans.
・Partner closely with Corporate Affairs Medical Market Access Healthcare Affairs Animal Health Human Pharma Compliance Legal Regulatory PSPV and global teams.
・Act as the primary point of contact for digital communications guidance and ad hoc business requests.
・Provide recommendations coaching and support to colleagues on digital best practices and channel utilization.
・Build strong relationships with key stakeholders to ensure alignment and successful execution.

■Key Performance Indicators

・Develop and successfully execute the annual digital strategy content strategy and channel roadmap in alignment with business priorities and Corporate Affairs objectives.
・Deliver high quality compliant and audience centric content that effectively translates complex scientific medical policy and corporate topics into engaging communications.
・Maintain strong alignment with business stakeholders and consistently meet agreed expectations for content quality strategic support responsiveness and delivery.
・Drive measurable improvement in digital channel performance audience engagement and content effectiveness through data driven optimization.
・Successfully localize and execute global content and campaigns while developing locally relevant initiatives that support business and reputation objectives.
・Ensure all digital communications activities are compliant with company policies governance requirements healthcare regulations and adverse event reporting obligations.
・Proactively identify and manage digital and reputational risks through effective social listening stakeholder guidance and issue management.
・Effectively manage agency partners to ensure high quality execution efficient use of resources and delivery against agreed objectives and timelines.

■Key Contacts:

Report to Head of Corporate Affairs
Key interactions with:
Digital Agencies
・Business Leaders in Human Pharma and Animal Health Business Unit
・Marketing Team
・Medical function
・Market Access Healthcare Affairs（including Patient Engagement）
・Legal Compliance
Colleagues in Corporate Communications / Corporate Affairs（Japan and Global）

スキル・資格

以下スタッフ、ノンラインマネージャー共に同様
■Qualifications:

・5+ years of experience in communications digital content development and integrated campaigns within healthcare/pharma or regulated industries.
・Proven experience developing and implementing digital communication strategies with measurable business outcomes.
・Strong storytelling content creation digital engagement and stakeholder management capabilities.
・Experience with digital channels website management intranet social media SEO and analytics.
・Hands・on content and audiovisual production（scripts images video shoots edits）with strong narrative ability; adept at translating complex medical topics into accessible engaging formats
・Demonstrated ability to localize global campaigns and advocate for appropriate market adaptation. Familiarity with CMS and social media tools
Compliance mindset; understands AE sensitivity and PV handoffs in corporate channels.
・Strong understanding of regulatory environments and compliance in pharma.
Experience managing agencies and assistants.
・Strong project management skills with a proven ability to lead complex cross functional initiatives manage multiple priorities and stakeholders solve problems proactively mitigate risks and deliver results on time.
・Strong collaborator and relationship builder with the ability to influence without authority engage diverse stakeholders and foster trust across functions.
・Business minded and adaptable team player who manages multiple priorities effectively while maintaining a broad external perspective in a fast paced environment.

会社説明

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