

Lead, Integrated Insights & Planning (Market Research)市場調査

Job ID
REQ-10004284

11月 11, 2024

Japan

摘要

顧客のニーズに対応するデジタルイノベーションソリューションを探索、開発、実装、評価する。
主要なステークホルダーと共創し、パートナーシップとコラボレーションを構築
印刷物やデジタルメディアなど、さまざまなクリエイティブチャネルやマーケティングチャネルで
複数のプロジェクトの提供を主導します。プロジェクトの設計、開発、生産の各段階にわたってプ
ロジェクト計画を策定および調整し、設定されたKPI内での納品の成功をサポートします。
~ブランドチーム、技術チーム、全部門と連携し、価値を最大化
~実績のある分析ベースのプロジェクトの提供を通じて、製品の商業化戦略に関するコンサルティング、
アドバイス、支援を提供し、マーケティング/マーケティングセールスオペレーションチームに
影響を与えて、最適な方法でセールスフォースのリソース配分に関する意思決定を行います。
~ノバルティス社内のお客様に分析サポートを提供

About the Role

Collect valuable insights through managing primary and secondary research to identify business

opportunity, support to structure strategic planning process & brand health governance. Suggest actionable insights from qualitative data, identify trends, assess strategies, competitive intelligence, with the ultimate goal of enhancing customer experiences.

Your responsibilities include, but are not limited to:

- Lead and interpreting market research data, generating reports, and presenting findings to cross-functional stakeholders as business partner
- Understand business objectives and design surveys to discover prospective customers' preferences, and market dynamics including internal / external environment
- Provide competitive analysis on various companies market offering, identify market trends, business models, sales and methods of operation
- Newly propose to relevant members (e.g. TA, Cx strategy) business direction through integrated insights
- Track KPI of key brands to assess the progress of strategy
- Develop and execute training programs to improve marketing capability and locally implementing strategic framework

Minimum requirements :

Education:

- A University level (bachelors) degree in relevant subject

Experience/Professional requirement:

- Work experience in pharma/medical field
- Marketing, consulting and/or market research experience
- Excellent verbal and written communication skills with both internal and external audiences
- Ability to champion change and drive innovative thinking
- Intense curiosity, collaborative spirit, empathy, and passion for problem solving

Language Skill:

- Japanese: Native level
- English: Business level

- English CV is required.

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together? <https://www.novartis.com/about/strategy/people-and-culture>

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Benefits and Rewards: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

部门

International

Business Unit

Innovative Medicines

地点

Japan

站点

Head Office (Japan) (Pharmaceuticals)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area

Marketing

Job Type

Full time

Employment Type
Regular

Shift Work
No

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利便性と合理的配慮

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