

Manager, Commercial Information & Omni Channel Engagement

Job ID
REQ-10028024

11月 07, 2024

Philippines

摘要

Location: Manila #LI Hybrid

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

About the Role:

Manager, Commercial Information & Omni Channel Engagement (OCE) is responsible for Omni channels and digital strategy development, maintenance, and operationalizing customer engagement models. Plan sales measurement programs to establish KPI 's aligned to TA business targets of the Commercial Teams.

Lead the delivery of omni channel campaigns to drive growth and market leaderships leveraging on data, business intelligence and analytics as well as providing strategic digital consultancy to Marketing and Sales Force teams, working collaboratively to define, design and deploy effective digital initiatives and OCE plans.

This role will report to Business Excellence and Execution Head.

About the Role

- Omni Channel and Digital Strategy Development
- Internal and External Collaboration including validation of Digital and OCE training materials
- Establishment, monitoring and Tracking of KPI ' s metrics
- Oversee Sales and Market Data Report Generation
- Cross functional and Market Research reporting
- Administers digital platforms and ensures its effective operations
- Other Tasks: may be assigned to other projects from time to time

Essential Requirements:

- MBA or Bachelor degree
- Data and OCE experience related to commercial and medical activities, including implementing and scaling digital solutions
- Has driven digital change management in organizations with leadership responsibilities gained from pharmaceuticals or other industries.
- Demonstrated business impact of omnichannel initiatives, through organizational metrics, revenue, profit, or cost optimization initiatives.
- Knowledge in Marketing Methodology for Pharma, Healthcare or related industries is an advantage
- Working Knowledge of BI tools (PowerBI, Tableau, QlikSense, etc.), Python, SQL & Other programming language is preferred.
- Familiarity with tools such as Jira, or Trello

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部门
International

Business Unit
Innovative Medicines

地点
Philippines

站点
Makati City

Company / Legal Entity
PH03 (FCRS = PH003) Novartis Healthcare Philippines, Inc

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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