

Omnichannel Engagement Manager

Job ID

REQ-10002762

Apr 18, 2024

Romania

Sumar

This is the number of people dedicated to winning people's heart and minds. Our MISSION is to discover new ways to improve and extend people's lives. We use science-based innovation to address some of society's most exciting healthcare issues. We discover and develop breakthrough treatments and find new ways to deliver them to as many people as possible. Key role in supporting, developing and handling data, insights & omnichannel strategy on NGE, MCCP planning by channel, digital KPIs, digital tools productivity, improving impact, online campaigns deployment & optimization. Ensure process in place to help promoted brands to fully demonstrate digital opportunities, data & analytics, providing insights and business understanding as well as a strategic perspective throughout the organization. Works as a partner with TAs to identify appropriate KPI metrics and measures that supervise market & product performance. Fosters a culture of analytics and insights-driven decision-making process in IM through continuous flow of customer data & insights.

About the Role

Major accountabilities:

- Ensure that OCE strategy is translated to operational plan and delivered consistent way across available channels using CEX360 planning tool.
- Coordinate and implement OCE campaigns configuration & launch using all available channels. Leads best practice and knowledge sharing via effective reporting and communication
- Lead campaign reporting, build & distribute customer analytics dashboards summarizing customer acquisition, conversion & engagement metrics. Working with external and internal tools as well as building external benchmarking.
- Partner with Capability Building Manager to define and execute the roadmap for work required to upskilling mkt, med & sales teams in regard to improving capabilities around omnichannel customer engagement strategies and channels.
- Ensure full understanding of legal & regulatory compliance landscape as it applies to digital communications and tools. Identify and mitigate risks in this regard during campaign planning & delivery.
- Providing data-driven recommendations on strategy & plans to amplify customer engagement and improve Novartis access and sales.
- Advises and guides the activity/business owner to implement processes related to due diligence, governance, and oversight of Third Parties, also engaged in Evidence and Data Generation Activities and other activities.
- Partner with Commercial Excellence Manager to define and implement field force efficiency standardized quantitative and qualitative KPIs; improve further the resource allocation process by optimizing targeting & segmentation practices, territory alignment & call planning design.
- Responsible to supervise and assess ERM and external vendor management.

- Collaborate with brand teams to understand their business needs, complete end-to-end analysis including data gathering, analysis and crafting visual displays of quantitative information.

What you'll bring to the role:

- English - fluent level (writing and speaking).
- University degree or equivalent experience in Bioengineering, Medicine, Business Administration, Finance, Marketing, Computer Science
- Knowledge of digital, analytical methods and tools
- 2 years working experience pharmaceutical industry
- Critical thinking: cross functional Medico/Marketing/Max strategy & tactics elaboration and implementation
- Growth mindset: Curiosity, innovative demeanor, creativity, agility, learning appetite
- External Focus - Customer relationship management - Customer satisfaction orientation

Why consider Novartis?

766 million lives were touched by Novartis medicines in 2021, and while we're proud of this, we know there is so much more we could do to help improve and extend people's lives.

We believe new insights, perspectives and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways of working.

We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity and flexibility. And we can reinvent what's possible, when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life, is the risk of never trying!

Imagine what you could do at Novartis!

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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<https://talentnetwork.novartis.com/network>

Divizia

International

Business Unit

Pharmaceuticals

Locația

Romania

Site

Bucuresti

Company / Legal Entity

RO07 (FCRS = RO007) NOVARTIS PHARMA SERVICES ROMANIA S.R.L

Functional Area

Sales

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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