

Omnichannel Partner

Job ID
REQ-10024235

10月 02, 2024

Panama

摘要

Location: Panama City or Santiago, Chile, #LI-Hybrid

In this dynamic role, you will be part of shaping and executing our omnichannel marketing strategies to align impeccably with our overarching brands goals. You will take the lead in orchestrating multiple channels, ensuring seamless integration and synergy across all customer touchpoints. Your innovative thinking will bring forth new digital solutions aimed at enhancing the customer experience. By fostering strategic collaboration among customer-facing teams, you will embed omnichannel marketing into our strategic planning processes. Success in this role will involve good energy, measuring campaigns and digital strategies, providing data-driven insights to continuously refine and elevate customer experiences, ultimately driving our business objectives forward.

About the Role

Key responsibilities:

- Build omnichannel strategies that effectively supports product strategies
- Lead channel strategy ensuring channel orchestration
- Bring new digital solutions that enhance customer experience
- Enable strategic collaboration across customer facing teams to integrate omnichannel marketing into the strategic planning process
- Measure campaigns and overall digital strategies to provide overall direction for enhancing CX and achieving business objectives

Essential requirements:

- Commercial experience (including social media and digital marketing experience), brand management and/or related roles
- Solid understanding of the online or interactive vehicles available and social media landscape (channels and strategy)
- Ability to evaluate and import new/untested/innovative digital models & social media tactics in key priority areas
- Strong project management skills with demonstrated track record and ability to formulate ROI
- Excellent communication (written and verbal), as well as selling, presentation and strategic thinking skills
- Ability to lead and forge external, internal and international partnerships to leverage resources and expertise
- Strong analytical skills and data driven thinking with solid knowledge on websites analytics tools (e.g. Google Analytics)
- Understanding of the online regulatory framework for pharmaceutical marketing (desirable)

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>

Commitment to Diversity and Inclusion

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

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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部门

International

Business Unit

Innovative Medicines

地点

Panama

站点

Panama

Company / Legal Entity

PA13 (FCRS = PA013) Novartis Panama, S.A.

Alternative Location 1

Santiago, Chile

Functional Area

Marketing

Job Type

Full time

Employment Type

Regular

Shift Work

No

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