

Omnichannel Engagement Manager (f/m/d) Austria, Vienna

Job ID
REQ-10031505

12月 02, 2024

Austria

摘要

The OCE Manager supports the concept of OCE and digitalization for Innovative Medicines pioneering bold innovations through data-driven omnichannel approaches and transforming customer engagement. The OCE Manager is dedicated to specific brands and will be part of the cross-functional Brand Teams.

About the Role

Major accountabilities:

- Designs innovative omnichannel solutions that brings added value to our customers and increases understanding of their individual needs in alignment with Brand Strategy.
- Ensures seamless execution of OCE activities across the OCE platforms for the dedicated

brands.

- Partners with Commercial Therapeutic Areas (TA) and Medical Leads on respective brands and drives the omnichannel transformation/ digital excellence, personalized customer interaction and engagement.
- Secures and supports maintenance of local digital assets and owns the local governance of the HCP portal and patient websites.
- Responsible for content updates to all digital channels, websites, RTEs, MTEs, newsletter and selected social media campaigns.
- Analytics tracking/ monitoring of digital channels as well as is aware of software possibilities
- Liaises with WEC peers and supports the effective localization of our global digital / NGE platforms and drives cross-brand digital engagement in terms of channels, brand content and social media.

Minimum Requirements:

Work Experience:

- University degree business or digital communication. Advanced degree in business, and/or management, digital/ e-commerce marketing, bioscience.
- Experience in omnichannel engagement within the Austrian market.
- 3+ years of experience in cross-functional teams.
- Ability to orchestrate different workstreams in parallel and project management skills.
- Well-developed understanding of digital trends & solutions, technology platform and products.
- Working experience within the pharmaceutical industry is considered a plus.
- Strategic Management and Execution.

Languages :

- German
- English

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

Austria

站点

Vienna

Company / Legal Entity

AT06 (FCRS = AT006) Novartis Pharma GmbH

Functional Area

Marketing

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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