

# Senior Manager, Owned Channel Strategy and Intelligence

Job ID

REQ-10028392

Dec 04, 2024

Japan

## Summary

Develop and drive NPKK's owned media strategies and tactics working in close coordination with relevant local and International/global function in line with Novartis Japan Brand and reputation enhancement strategy. Be a driver of the team's journey to achieve a data and insights driven predictive organization by enabling the team to track their progress and capture environmental changes to achieve their long-term ambition.

Build strategies and clear stepwise plans to engage audiences and generate trust for the company's owned channels including corporate website and social media, intranet (such as potential associates, associates, business partners, policy makers, HCPs and patient organization), offer enhanced user experience to ensure high digital presence is achieved.

Implement operational plans in collaboration with relevant teams such as Corporate Communications, Brand and reputation, TA Communication, Patient Advocacy, R&D, Sasayama Plant for the generation and delivery of innovative owned channel programs, also search for paid and sponsorship opportunities relevant.

Work within the Head of Country Comms and Advocacy, Country Comms (TA Comms, Corporate Comms, Brand and Reputation) and Patient Advocacy team to set up and evolve data and insight collection to detect and respond to our audience's perception and behavior change, set and manage KPI's so the team can impact and shape the environment in which Novartis operates.

Work closely in line with International, country markets and Global HQ comms colleagues for data generation, and analytics to enhance the organization's capabilities for better insights and measurement.

Manage multiple creative and owned media supporting vendors so they can deliver first in class service to achieve our organization mission

## About the Role

Major accountabilities:

- Build and drive owned media strategies and be a counsel to the TA and Corporate comms and Patient Advocacy team to maximize Novartis communications to support the achievement of business and reputational goals
- Conduct social media and web monitoring, competitor bench marking, active social listening, influencer identification other innovative approaches to benchmark current position to shape ideas to maximize our digital channel quality and presence in partnership with TA, corporate brand and associate engagement.
- Advise and contribute to TA and Corporate Communication, Patient Advocacy strategies on how to reflect information from above channels and gathered data and insights into our strategies.
- Manage and systemize vendors which take care of NPKK corporate websites and inhouse media studio, content creation operation.

- Issues and crisis management in owned channels and social media in partnership with TA and Country comms and Patient Advocacy.
- Regularly evaluate and optimize the performance of digital platforms through analytics, user feedback, and industry benchmarks, making data-driven decisions to drive continuous improvement.
- Create a roadmap that outlines the implementation and evolution of digital platforms, considering both short-term needs and long-term vision.
- Manage and oversee the external corporate web ecosystem, ensuring its effectiveness, usability, and alignment with the brand's identity and communication objectives.
- Improve the communications internal digital platform to enhance employee experience and engagement.
- Provide a robust and highly featured customer experience platform to facilitate efficient social media management
- Drive new content development plans across digital platforms in coordination with TA and Corporate communications, Patient Advocacy teams, staying current with market trends, emerging technologies, and user needs, and leveraging insights to enhance user experience and achieve business goals.
- Collaborate with ERC to ensure platform monitoring and security, implementing rigorous measures to protect data integrity and mitigate potential risks.
- Coordinate with the Data, Digital & Information Technology teams to share best practices, and leverage cross-functional resources.
- Stay abreast of industry advancements, digital trends, and evolving technologies to identify opportunities for innovation and recommend platform enhancements, ensuring cutting-edge digital experiences.
- Act as a catalyst for new ideas in the digital space and in owned media communications.
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.
- Implementation of Objectives/Goals/Strategies/Measures framework, KPIs and Analytic& Insight measures to consistently monitor and predict and conduct performance management in alignment with International CA Strategy and Japan business objectives.
- As Japan C&PA leadership member, implement cross team effort to realize a predictive mindset team.

#### **Education:**

- Bachelor's degree or above

#### **Experience:**

- 10+ years diversified digital channel management and content creation strategy building experience in commercial companies.
- Data generation and analytics experience for various communication channels and initiatives that interpret data to actionable insights.
- Experience of enhancing platform UX/UI while considering data privacy, digital accessibility.
- Building content strategy that enhance search optimization to push digital platforms to relative audiences.
- Social media advertisement utilization.
- Crisis and issues management in expertise area
- Experience in managing multiple projects
- Website and contents creation vendor management.
- Use of Artificial Intelligence (AI) tools and techniques

#### **Skills:**

- High level strategic partnering skills with proven ability to engage and influence stakeholders at all levels both internal and external.

- Leadership & influencing capability.
- Strong understanding of digital media utilization and analytics in the changing digital media environment
- Strong knowledge and coordination skills for contents (video and graphics) production
- Proven Leadership ability to collaborate to be a strong member of a high performing teams.
- Provide direction, delegating and removing obstacles to get work done.
- Ability to prioritize & maximize resources
- Excellent people & communication skills
- Crisis & agency management
- Business and enterprise perspective
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action
- Business level Japanese in speaking and writing, strong business level English
- Strong business acumen

### Languages:

Japanese/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>

**Benefits and Rewards:** Read our handbook to learn about all the ways we'll help you thrive personally and professionally: [https://www.novartis.com/sites/novartis\\_com/files/novartis-life-handbook.pdf](https://www.novartis.com/sites/novartis_com/files/novartis-life-handbook.pdf)

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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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