

Digital Engagement Manager

Job ID
REQ-10062451

9月 17, 2025

Taiwan

摘要

This role is responsible for digital engagement and execution with HCP. Based on deep understanding of customer/marketplace, key dynamics, policies, regulatory and innovation in pharmaceutical industry, the role is accountable to co-create customer centric digital ecosystems with customers.

This role also needs to develop and implement multichannel and digital / data strategy whilst leveraging on digital technology to improve patient, physician, and related stakeholders' experience across our key therapeutic areas. In addition, to accelerate the transformation with impact, the role is responsible to build partnership with trustworthy high-tech enterprises, entrepreneurs, medical institutions, or academic associations. Leveraging the International Commercial Excellence (ICE) framework and Generative AI tools, you will drive impactful content creation, digital channel implementation, and continuous optimization based on feedback and performance data.

About the Role

Major accountabilities:

- Define digital engagement strategy aligned with organization priorities
 - Understand deeply of company 's purpose, TAs and IMB 's priorities, business opportunities and external dynamics to shape digital engagement strategies
 - Collaborate with field teams and marketing to gather insights and align digital engagement strategies.
 - Apply ICE 5Rs (Right Customer, Right Content, Right Investment, Right CX Journey, Right Insights) to define customer segmentation, behavior change goals, and journey mapping.
 - Develop strategic partnership and collaboration platform with key stakeholders to accelerate digital transformation
- Digital engagement execution
 - Explore, develop, implement, and evaluate digital engagement plan that address customer needs. Brainstorm new and creative growth strategies.
 - Work closely with brand teams to ensure content alignment with strategic objectives.
 - Utilize Generative AI tools for scalable content creation and localization.
 - Manage digital channel implementation including SFMC, Veeva, Sprinklr, and Novartis Pro, etc.
 - Measure and report performance of all digital engagement campaigns and assess results.
 - Utilize strong analytical ability to establish impactful KPI and evaluate end-to-end customer experience across multiple channels and customer touch point
- Feedback collection, evaluation and optimization
 - Collect feedback through Voice of Customer (VoC), field visits, and digital footprint data.
 - Analyze performance using ICE KPI tools and adjust digital engagement plans accordingly.
 - Establish a closed-loop feedback system to ensure continuous improvement and responsiveness to market dynamics.

Key performance indicators:

- Ensure digital initiatives have business impacts with cross-functional collaboration and operate in compliance
- Expand more leverage on established digital solutions for more customer engagement via access metrics
- Project delivery with quality on time on budget

Minimum Requirements:

- Bachelor degree or above, major in life science, medical, pharmacy related subjects preferred. MBA is a plus.
- Fluent in English speaking, writing and reading
- 3+ years ' experience in digital marketing in the Healthcare / Biotech/ OTC companies. Pharma Company is a plus.
- Up-to-date with the latest trends and best practices in marketing and measurement, result-oriented with proven record
- Strong cross-functional collaboration and project management capabilities.
- Strong communication, presentation, and negotiation skills, and good team player, and able

build alignments

- Strong analytical skills, data-driven and result-oriented thinking
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- Curiosity for innovation and exploring new concepts, ideas and models and strategic vision to adapt innovation to drive new business models.
- Capability on gen-AI tool, such as Canva, Vyond, and ChatGPT, is a plus

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部门

International

Business Unit

Universal Hierarchy Node

地点

Taiwan

站点

Taipei

Company / Legal Entity

TW03 (FCRS = TW003) Novartis (Taiwan) Co. Ltd

Functional Area
Marketing

Job Type
Full time

Employment Type
Regular

Shift Work
No

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