

## Associate/Lead, Cx Content Creation

Job ID  
REQ-10062933

9月 29, 2025

Japan

### 摘要

This role will be Level 3 Associate or Level 4 Lead.

ブランド戦略に基づき、主に医療関係者向けに高い顧客体験とインパクトをもたらすコンテンツを、適切な顧客・タイミング・チャネルでデザイン・作成

### About the Role

Major Accountability:

- TA領域の複数製品に関する全チャネル向けコンテンツの設計・制作
- ブランド戦略に基づくコンテンツ戦略の分析・立案
- 市場調査・企画チームと連携した事前調査およびフィードバックループの構築
- 日本市場のニーズを反映したグローバルコンテンツへのインプット提供グローバルコンテンツ・ローカリゼーションの推進

## KPI (成果をはかる指標)

- 顧客からのフィードバック、有用性、活用度に基づくコンテンツ評価
- コンテンツの制作量と質
- 各タッチポイントの全体的なコンテンツ満足度の向上
- 提案/アウトプット/インプリメンテーションに対するチーム・プロジェクトからのフィードバック

## Minimum requirements:

日本語：ネイティブ、英語：ビジネスレベル

## 資格・経験

- ヘルスケア業界における3年以上のマーケティングまたはMR経験
- 顧客志向を軸に、高い顧客ロイヤリティと成果を達成した実績
- 顧客中心の戦略的思考と計画立案に基づくマーケティングスキル
- 優れた対人コミュニケーション力とエンゲージメント能力
- 複雑なプロジェクトの管理・遂行経験と高い実行力

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部門  
International

Business Unit  
Universal Hierarchy Node

地点  
Japan

站点  
Tokyo (NPKK Sales)

Company / Legal Entity  
JP05 (FCRS = JP005) Novartis Pharma K.K.

Functional Area  
Marketing

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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representative of the patients and communities we serve.



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