

## Customer Experience & Value Partner, Oncology, Omnichannel Management

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Company: Astellas Pharma Inc.

Location: Belgium

Category: office-and-administrative-support

### **Description** Customer Experience & Value Partner, Oncology, Omnichannel

Management

About Astellas: At Astellas we can offer an inspiring place to work and a chance to make your mark in doing good for others. Our expertise, science and technology make us a pharma company. Our open and progressive culture is what makes us Astellas. It's a culture of doing good for others and contributing to a sustainable society. Delivering meaningful differences for patients is our driving force. We all have a significant opportunity to make that difference, working locally in the areas we know best, whilst drawing inspiration from the different insights and expertise we have access to globally and from our innovative, external partners. Our global vision for Patient Centricity is to support the development of innovative health solutions through a deep understanding of the patient experience. At Astellas, Patient Centricity isn't a buzzword - it's a guiding principle for action. We believe all staff have a role to play in creating a patient-centric culture and integrating an awareness of the patient into our everyday working practices, regardless of our role, team or division. Our ethos is underpinned by the Astellas Way, comprising five core values: patient focus; ownership; results; openness and integrity. We are proud to offer an inclusive and respectful working environment that fosters collaboration and ownership. Our aspiration is to bring the best brains together, to provide them with world-leading tools and resources and a unique structure that fosters real agility and entrepreneurial spirit.

About this role: As the Customer Service & Value Partner, your role involves designing and executing omnichannel engagement campaigns for healthcare professionals (HCPs) and patients, aligning with the Strategic Brand Plans. This position demands a diverse skill set

and knowledge encompassing digital marketing, campaign planning and execution, marketing automation, campaign channel mix, KPI tracking and reporting, and channel (and campaign) optimization. You collaborate closely with the senior Product Manager/Brand Team, contributing to established brands and launch brands. Your primary responsibility lies in fostering robust relationships with our customers, comprehending their requirements, and ensuring they derive maximum value from our products and services. Additionally, you'll handle the identification and resolution of customer issues while promoting our product and service value through omnichannel engagement, utilizing both owned platforms and third-party platforms, whether through projects or paid channels. Hybrid Working: At Astellas we recognise that our employees enjoy having balance between their professional and home lives. We are proud of our hybrid approach which empowers you to have flexibility on whether to work from home or in the office. In this role, you will:

Collaborate with internal and external teams to develop and implement an effective omnichannel engagement strategy for the BNL affiliate

Contribute to the planning and execution of the BeNeLux Operational plan, including value-adding projects, in collaboration with cross-functional teams.

Lead the development and implementation of local omnichannel strategies, utilizing market insights and customer feedback.

Drive the planning, execution, and localization of omnichannel campaigns, overseeing content creation and channel optimization.

Cultivate strong relationships with healthcare professionals and relevant stakeholders, ensuring alignment with Astellas functions, while overseeing customer experience measurement and brand awareness.

**Essential Knowledge & Experience:**

Omnichannel marketing expertise encompassing campaign planning, execution, optimization, and strong digital marketing comprehension across various platforms in diverse, cross-cultural settings.

Proficiency in aligning brand strategies with campaign planning, content creation, and execution, translating brand objectives effectively.

Demonstrated excellence in project management, emphasizing attention to detail, proactive problem-solving, and a sense of urgency.

Self-motivated with the ability to work independently while collaborating effectively with defined stakeholders, showcasing strong communication and presentation skills for influential outcomes.

Effective planning, time management, and adherence to compliance with local industry laws and regulations,

Fluent in Dutch and possessing advanced English skills.

Proficiency in MS Word, Excel, and PowerPoint.

Preferred Experience:

Previous experience in the pharmaceuticals industry (in our therapeutic areas) and/or FMCG (or other content rich marketing industry).

Experience in working with external (digital) marketing agencies, including co-creating campaigns and overseeing delivery, and

Experience with digital marketing activities, (e.g. Marketing/Email automation, LinkedIn campaigns, Social Media, Search Engine Marketing,).

Experience with the Legal/Medical/Regulatory review & approval process (and local rules and regulations).

Required qualification:

Bachelor's Degree, preferably MSc in digital marketing or communications or equivalent.

Additional information

This is a permanent full-time position.

Position is based in the Benelux region.

This position follows our hybrid working model. Role requires a blend of home and a minimum of 2 days per week in our Vilvoorde office. Flexibility may be required in line with business needs. Candidates must be located within a commutable distance of the office.

We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, colour, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

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