

Digital Operations Manager (Next Best Actions) Belgium

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Company: UCB

Location: Anderlecht

Category: other-general

Make your mark for patients

We are looking for a **Digital Operations Manager (next best action)** who is agile and innovative to support the Digital Operations group to be ideally based in **Belgium, Germany or UK**, other European countries can also be considered.

About the role

As part of our digital transformation journey, we strive to add value to our Patient Value Units (PVU) brand strategies via new technologies, business process optimizations and analytical expertise. Building innovative end-to-end digital programs which create a seamless experience across channels, devices and technologies for our external stakeholders and patients. Within this role you will be responsible for our external stakeholder engagement suggestion tools & processes used by the field-based teams.

Who you'll work with

Internal stakeholders including IT, medical, legal and compliance.

What you'll do

Understand the unique business requirements of internal stakeholders within from business units at regional and local levels.

Identify opportunities to challenge existing processes and implement end-to-end solutions, encompassing both processes and digital tools.

Foster alignment and collaboration among various stakeholders, including business units, IT,

legal, and compliance teams.

Take the lead of a cross functional team as product owner of our next best action engine (Salesforce Marketing Cloud based) with the aim to optimize and execute our healthcare professional (HCP) engagement strategy

As part of product ownership lead a vendor team which is responsible for the technical development of the next best action engine

Establish a foundation for robust data collection, data quality improvement, process enhancements, and governance for digital solutions

Provide direction for the artificial Intelligence / analytics team to strengthen personalized external stakeholder engagement solutions and suggestions

Interested? For this position you'll need the following education, experience, and skills

CRM system knowledge & affinity – Interest in technology and related applications, including utilization of digital channels & media. Working knowledge of CRM-like systems (esp. Veeva) is a must. Experience with orchestration engines & journey solutions (such as Verso Engine/ SFMC) is a strong plus

Apply agile methodology to help teams accelerating on delivery

Analytical skills with the main focus on business case analysis and insights generation linked to channel performance

Experiences with Artificial Intelligence based digital solutions

Outstanding execution & project management skills including planning, networking, change management & training

Effective presentation and influencing capabilities at senior management level to drive investment decision making

Pharma and healthcare experience considered as incremental value

Willingness to travel up to (depending on location, up to 20%)

Are you ready to 'go beyond' to create value and make your mark for patients? If this sounds like you, then we would love to hear from you!

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