

## Digital Platform Capability Lead

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Company: UCB

Location: Anderlecht

Category: arts-design-entertainment-sports-and-media

## Make your mark for patients

### Digital Platform Capability Lead

We are looking for an innovative **Digital Platform Capability Lead** to join us in our **Dermatology** team, based in Brussels, Belgium.

#### About the role

The Digital Platform Capability Lead will play a crucial role in owning UCB's portfolio of websites to develop them in the most user/customer-centric way while establishing their use/adoption in omnichannel journeys as an internal capability in the whole region.

#### Who you'll work with

You will report to the EU Digital Strategy & Capabilities Lead and will be responsible for managing priorities and delivering solutions that remove the friction for internal stakeholders while creating maximum impact for end-users/HCPs of UCB's websites. You will liaise with various stakeholders within the business, data, insights & analytics, IT, digital leads, and brand teams at regional levels and in the markets.

#### What you'll do

Act as product owner for UCB Cares for Immunology web portals in Europe, focusing on stability, performance, usability, functionality, and UX improvements to enhance HCP engagement.

Act as capability owner for immunology business in Europe, collaborating with marketing and medical teams to maximize UCB Cares for Immunology's role in omnichannel activities for a

competitive advantage in customer experience.

Partner with other business units to discuss transversal topics and expand capability expertise in other areas of the organization.

Collaborate with the cross-functional web portals squad to establish websites as an organizational capability, supporting skill development and knowledge transfer to marketing and medical teams.

Master user journey design across digital touchpoints to create differentiated end-to-end portal solutions, while co-owning the roadmap for developing and improving web portal engagement capabilities.

**Interested? For this role we're looking for the following education, experience and skills.**

Bachelor's degree required.

Lateral leadership in the HCP portal squad to influence roadmap and execution, ensuring strong cross-functional collaboration.

Digital operations, marketing, or strategy experience, focused on surpassing marketing objectives, including traffic generation and user engagement.

In-depth knowledge of user journey design, prioritizing engaging and user-centric experiences.

Min. 3-year experience in pharmaceutical industry.

Strong understanding of web technologies (HTML/CSS, eCMS like Drupal, design tools like Figma, SEO, and analytics tools like GA4).

Proficiency in maximizing web portals for customer engagement in an end-to-end omnichannel user experience.

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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