BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

Job Alert: Integrated Multi-Channel Marketing Manager at Bayer, Malaysia

July 23, 2021 | News

Implement global IMCM strategies on local level by providing expertise and consultancy support cross-functionally. Ensure frequent updates on IMCM workstreams and deliverables locally



Apply now !

YOUR TASKS AND RESPONSIBILITIES:

- Develop and lead IMCM platforms and processes whilst driving change of behavior across relevant stakeholders
- Implement global IMCM strategies on local level by providing expertise and consultancy support cross-functionally. Ensure frequent updates on IMCM workstreams and deliverables locally
- Drive optimal usage of IMCM platforms/processes by governing and monitoring its KPIs to track platform utilization. Be the expert and go-to person for any digital platform/content/training/change management enquiries
- Create and execute Change Management and Training Plans to roll out IMCM capabilities on market-level as well as to secure the organizational buy-in
- Develop essential IMCM and digital knowledge/skills/capabilities in Bayer Malaysia to change the behavior across relevant stakeholders. Align local capability building with the global/regional IMCM function
- Manage creative, media and other Content production vendors to develop and deploy integrated multi-channel marketing campaigns according to established best-practice standards
- Drive the performance of local IMCM brand campaigns by guiding Business Units on developing and managing IMCM campaigns allowing more impactful, efficient and customer-centric activations via the orchestration of media, channels and tactics both on- and offline

- In depth understanding of competitive environment, consumer market trends and insights
- Collaborate with SFE & Training Team to generate insights on sales force effectiveness, e.g. SFE KPIs, sample uptake, CME attendance, Sales & Capability scores and other KPI Metrics
- Work closely with SFE Team in areas such as Segmentation & Targeting

WHO YOU ARE:

- Bachelor's Degree in Marketing, IT or any Business related subject
- At least 3 years of professional experience in multi-channel management within the Pharma industry, e.g. closed-loop Marketing, eDetailing, web/mobile solutions or social media
- At least 3 years of relevant experience with Veeva- Salesforce & Medical CRM, Veeva Vault platforms with proven skills in digital platforms, content, training & change management
- Digitally savvy with experience in IMCM process development/execution and implementation/ tracking of multi-channel projects. Strong stakeholder management, communication, interpersonal and collaboration skills to work effectively with senior management, cross-functional and crosscountry teams
- Highly innovative with ideas and creative concepts; strong analytical, leadership and change management skills
- Prior experience in handling projects from inception to conclusion, leading cross-functional project teams and conducting trainings on digital & multi-channel marketing initiatives will be required
- Mature, fast learner, resourceful and work independently with minimal guidance
- High proficiency in English, both written and spoken
- Strong business acumen and insights with excellent strategic thinking and operational skills

Apply now !