

Job Title: BE-BUSINESS INSIGHTS AND OMNICHANNEL MANAGER BELUX



Passion for Innovation. Compassion for Patients.

Daiichi Sankyo and its 16,000 employees in more than 20 countries are dedicated to the creation and supply of innovative pharmaceutical products. In Europe, we focus on two areas: In the cardiovascular space, our strong portfolio of medicines reflects our long-standing commitment and shows that we care for every heartbeat; in oncology our goal is to become a global pharma innovator until 2025 by providing novel therapies to patients across the world. Our European headquarters are in Munich, Germany, and we have affiliates in 13 European countries. For more information: www.daiichi-sankyo.eu.

Context

This position is a combination of Business Insights and Omnichannel Manager for Oncology at Daiichi Sankyo BeLux.

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The Business Insights and Omnichannel Manager role is part of the oncology department and will report to the Commercial Excellence and Operations Manager. He/she will also closely collaborate with the Brand Team of ENHERTU® and a dotted reporting line is foreseen to the Brand Manager Oncology in Belgium and Luxembourg.

The oncology products are part of the Alliance between Daiichi Sankyo (DS) and AstraZeneca (AZ) and close collaboration with AZ is paramount.

The Business Insights Manager is accountable for tracking the sales performance, forecasting exercises, national market research and competitive intelligence.

The Omnichannel Manager will shape and drive the Multichannel Marketing strategy and implementation across brands and functions within Belgium & Luxembourg.

Purpose of the job

This position is a combination of ***Business Insights and Omnichannel Manager Belux*** for the oncology products of the Alliance Daiichi Sankyo (DS) & AstraZeneca (AZ).

The role of Business Intelligence (BI) will primarily focus on Market Research, Competitive Intelligence and forecasting models for ENHERTU® (T-DXd).

The Business Insights maintains the data model and dashboards, combining data from different sources. He/she monitors the KPIs (Key Performance Indicators) concerning Forecasting, Finance, Sales Performance, Field Force Effectiveness & Account Planning for the Management and for the Customer Facing Roles. He/she supports the processes of geographical reorganizations and targeting, segmentation and profiling.

The role of Omnichannel manager will focus on co-develop and co-implement digital marketing strategies for ENHERTU® (T-DXd) in breast cancer, gastric cancer, and lung cancer in collaboration with the Brand Team of ENHERTU® (DZ & AZ).

The Business Insights and Omnichannel Manager will be working within a networked organization to drive customer engagement strategies aligned to specific customer channel preferences and supporting strategic brand objectives. The role will lead pilots of novel approaches to access key customers in the new ever changing market environment, providing Daiichi Sankyo a competitive advantage. The role will be responsible for the successful implementation in Belgium & Luxembourg of defined pan European projects, in the context of the European Brand Plan, as well as implementing local initiatives defined and agreed within the Belgium & Luxembourg Brand Teams.

Result areas

Roles and responsibilities

Business Insight Manager

- Analyze & adapt the patient flows & forecasting models of ENHERTU® in the different indications
- Deliver the data (sales, FTE, finance, ...) needed for the forecasting exercises
- The Business Intelligence Manager will be the key contact for:
 - Forecasts of ENHERTU® commercial packs
 - Forecasts of EAP (Early access Program) or NPP (Name patient program) vials
 - The Market research team in Europe & MSC
 - Competitive Intelligence colleagues in Europe
 - Local Brand team
- Co-create sales dashboard for ENHERTU® and act as primary point of contact for the CRM system
- Collaborate closely with national, MSC (Mid-Size Countries), and European teams

Omnichannel Manager

- Co-development of a customer-centric omnichannel communication strategy for the Alliance
- Co-implement omnichannel digital strategies for the Alliance products in the different indications. Collaborate cross functionally with different internal stakeholders
 - Assist in developing multichannel and digital marketing tactics alongside the brand managers
 - Develop and drive the implementation of e-mail marketing campaigns in collaboration with field sales manager AZ
 - Measure, monitor and analyze the digitals campaigns to provide actionable insights for the brand team ENHERTU® - conduct data analytics with BI manager

- Assist in the coordination of other digital projects; including social media campaigns and patient support services (PSP) with Patient Engagement Partners
- Manage the Opt-ins for DS and create extra ways of collecting Opt-ins for the Alliance
- Collaborate closely with national, MSC (Mid-Size Countries), and European teams

Requirements

Qualifications and experiences

- Master or bachelor's degree / Marketing degree (and/or ambition to develop for future career steps) / Innovation Management, Business informatics, administration, economic or related field.
- 2 years' experience working in a similar role
- Strong organization & communication skills (F2F, Calls, Powerpoint, Social Media)
- Analytic view on (online) data, market insights and able to convert to a winning strategy and tactics
- Hands-on proactive approach and accountability
- Proven ability to deliver concise and impactful analysis
- Experienced in digital communication and multichannel customer approach
- Successful track record in marketing role with insights-driven brand plan development
- Commercial experience
- Has an overarching eye for the brand and its identity.
- Perfectly trilingual French, Dutch and English

Mindset and behaviors

- Good communication and strong social skills
- Advanced presentation skills
- Experience with cooperating in (international) cross functional teams and has an initiating attitude
- Strong problem solver with ability to push the solution and progress

- High level of commitment, collaboration, and an integrative personality

What we offer



Excellent
Benefits



Work-Life
Balance



Growth and
Development



Health and
Wellbeing Support

Working at Daiichi Sankyo

At Daiichi Sankyo in Europe, we offer a workplace where your voice is heard. Everything we do, we do with a high level of commitment and a clear focus on patients' needs. We know that our bold ambition to change patients' lives for the better can only be achieved through the power of collaboration and the exploration of new approaches. Thus, we encourage our colleagues across Europe to be courageous, to bring their ideas to the table and to embrace opportunities to grow. When you join our European family, you will be a part of a dynamic company where everyone, no matter their role, rolls up their sleeves and gets things done.