

CONTENT MANAGER SPECIALTY BUSINESS DIVISION

Division / Department: **DAIICHI SANKYO BELGIUM NV/SA MARKETING DEPARTMENT**

Reports to: **HEAD OF MARKETING CV & HEAD OF MARKETING CV MSC**

Name of function owner: **OLIVIER HOUDART & NICOLAS GENESTOUX**

1. Context

The Content Manager reports to the Head of Marketing CV

2. Purpose of the job

To ensure best-in-class content management by creating, collecting and tagging new and existing product-related content from the Mid-Sized Countries/DSE.

3. Result areas

Key Deliverables

- Modular content in a wide variety of formats
- Keeping the content library up to date including tagging of all released meeting materials
- Quarterly evaluation of the local usage of the provided content in the MSC countries
- Close coordination with content managers in MSC and DSE as well as Medical Affairs manager in BE & MSC - additional reporting line to Head of Marketing CV MSC

Activities

- Regularly reviews content needs and requirements.
- Gathers ideas, plans and creates content in close coordination with Marketing, Medical and Sales and is also responsible for the approval process
- Organizes trainings on available content and its use in the omnichannel mix
- Informs the Brand Teams about newly available content modules from other affiliates
- Close exchange with Content Managers of other affiliates as well as the Brand Teams in DSE
- Presenting insights on preferred content modules and highlighting requirements for future content at quarterly A2D meetings
- Evaluate the effectiveness of individual content modules, based on agreed KPI's
- Obtain feedback from MSC countries on the content modules offered.
- Further development of content management with regard to tagging and filing structure

4. Requirements

Technical/domain expertise

- Strong knowledge of medical content creation
- Experience with CMS systems, esp. Veeva Digital Asset Management
- Project management experience
- Excellent written and spoken English, besides excellent level of Dutch and French.

Leadership skills

- High team orientation
- Strong networker, excellence in cross-functional collaboration
- Ability to make (strategic) decisions
- Structured way of working
- Organizational talent
- Effective goal setting and planning skills

Mindset and behaviors

- The customer experience comes first
- Pragmatic
- Goal-oriented / solution-oriented
- Proactive
- Open to new ideas and agile ways of working