

Senior Manager - Market Platform Operations

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Сводка

The Senior Manager / Engagement Lead for Marketing Platform Operations works alongside the product team, DDIT Team, Country Team to lead End to End Operations on multiple Marketing Platforms like CRM, Zaidyn, SFMC and interface with Country stakeholders and leads a team of BSI associates for delivery across Marketing Platform Operations. The Lead ensures strong processes and governance of these applications to ensure product operations are running with no escalations to enable internal customers and other stakeholders to easily use the product, its capabilities and features, connecting global strategy to local execution, and activation of global roadmaps in the local context

About the Role

Responsibilities

- Can be responsible for one region or few country markets within a region overseeing delivery of Marketing Platform solutions.
- Partner with sales, brand, and digital leaders to identify key commercial pain points and provide strategic input to shape product and campaign strategies.
- Leverage digital capabilities and existing systems to drive meaningful business outcomes in Pharma Sales and Marketing, optimizing infrastructure use and influencing platform evolution
- Understand the full commercial tech ecosystem including CRM, consent, and engagement systems to support seamless data flow and enable relevant use cases.
- Responsible for operating MarTech products in the markets based on global roadmap and maximize adoption through strong processes and governance of product operations.
- Hands on implementation and governance of key Sales & Marketing processes for country & regional implementation: Call Planning, Sample Management, Data Management, User Management, Content Upload and Tagging, Content Production and defining best practices across Marketing Platform Pillars: Content, Web, Marketing Automation and Customer Relationship Platforms.
- Sets-up an outside in perspective for Marketing Platforms, enabling us to execute end to end digital marketing best practices across channels.
- Automate Marketing Platforms processes with workflows, process-driven approvals, and data. Address data integration & data quality challenges across platforms and provide solutions.
- Continue adopting, testing, and providing two-way feedback between global & countries for the new features development on MarTech platforms
- Implements and communicates a consistent platform operations management methodology for new capabilities and features to maximize adoption, user satisfaction and business value
- Builds, oversees / maintains a training and resource model for using product and its capabilities and features.
- Measures product usage, adoption and customer satisfaction KPIs.
- Co-develops and implements IT and Business Operating Model.
- Ensure that the case for change is articulated to Product Owner to drive new capability in the product roadmap.
- Collecting ideas / feedback and prioritizing the operations of new product opportunities. Establish regular sharing of product plans and research results
- Participate in shaping the vision, product strategies and metrics based on customer insights gleaned from the work for a group of Countries/ Region
- Can Lead a team of associates that are hands-on responsible for country operations

Leadership & Soft Skills

- Strategic and systems thinker with a solid grasp of data-driven marketing transformation.
- Strong stakeholder management skills, with ability to influence in a highly matrixed global organization.
- People management, talent management skills.
- Exceptional communication and storytelling skills, especially in translating data and architecture concepts into business value.
- Ownership-mindset with a passion for building scalable, sustainable marketing data solutions.
- Experience working in global pharma or regulated environments preferred.

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Functional Area

Маркетинг
Job Type
Full time
Employment Type
Regular
Shift Work
No

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