

Colombia Jobs Expertini®

Channel Specialist

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Company: Roche

Location: Bogota

Category: business-and-financial-operations

The Position

Our Vision

Our vision is to make CX as transformative as our science and be known for consistently creating seamless customer experiences that are as innovative and impactful as our medicines.

This is why we are evolving the LATAM Omnichannel team - to make this a reality by integrating digital and face-to-face interactions seamlessly and allowing us to rapidly identify priorities to engage our customers and establish leadership in the prioritized therapeutic areas.

The Position

As the Channel Specialist, you play a key role in LATAM's omnichannel customer engagement transformation to drive customer centricity and create seamless customer experiences. You will be responsible for the implementation of the channel strategy and roadmap, adhering to regional channel governance in your Affiliate for each of the therapeutic area (TA) omnichannel

strategies, taking into consideration local customer preferences and segmentation insights.

You will work closely with the Channel Lead to ensure alignment with the overarching channel strategy for LATAM and with Content Partners, PPOCs as well as Medical and Marketing teams to ensure that appropriate channels and content within those channels are leveraged, and tagging and performance measurement is systematically performed. You will also be responsible to drive local e-consent management in line with global programs EpiCX,

RDI).

As the Channel expert within the Affiliate, you will support PPOCs in their digital customer engagement activities executed through the selected channels, and help roll out any related capability and skills building activities for PPOCs led by the Organizational Change Management Lead.

You will be directly reporting to the Omnichannel CX Chapter Lead for Colombia, who is leading the Affiliate DCE&I team.

Key responsibilities

- Localize the channel strategy and roadmap provided by the Channel Lead, taking into consideration the customer needs and preferences in Colombia
- Consult with the Channel Lead and Omnichannel CX Chapter Leads in the design of the channel strategy and roadmap for LATAM, providing the understanding of the Roche omnichannel ecosystem in Colombia, mapping the integration of those local channels and platforms, and advising on local requirements for selected channel mix, platforms and tools
- Create and execute local campaigns in the chosen channels, platforms and tools social media, Roche sites, email and ads) and ensure that channel performance tracking is activated
- Enable PPOCs to leverage digital customer engagement activities through the selected channels and support in the concrete execution how to send out emails, surveys), and provide coaching as needed to ensure digital skills and capabilities are set up for success (PPOC Enabler role)
- Collaborate with Content Partner for each TA to implement the content strategy for each channel, ensuring that all content across channels is previously segmented if needed and carefully tagged to measure content performance and continuously optimize
- Work closely with the Channel Lead and global programs EpiCX, RDI) and drive locally the consent management process for local customers
- Identify new channels in Colombia based on evolving customer engagement preferences and encourage local pilot MVP projects to test their effectiveness and share learnings with other Affiliates (A/B testing ideas through offline and online experiments, by creating campaigns and landing pages)
- Collaborate with the Business Technology Partner on technology upgrades and new features to augment the delivery of omnichannel campaigns across channels
- Collaborate with the Analytics & Insights Partner to measure channel performance and

determine their value and effectiveness, translating incoming data into business results and generated impact and share learnings and recommendations on the optimal channel mix with the Channel Lead

- Liaise with affiliate Patient Journey Partners and Health System Partners to guide them on the latest customer channel insights, content and channel preferences to enable informed and personalized customer engagements (PPoC Enabler role)
- Monitor the application of governance and policies in Colombia to ensure that all digital channel activities and content hosted in them are compliant to agreed protocols, standards and rules in collaboration with Affiliate marketing and medical teams
- Manage and comply with any regulatory requirements related to the above activities

What's in it for you?

- This is a key role to enable Affiliates to leverage digital channels to reach customers according to their needs and preferences, increase customer engagement and thereby create personalized customer experiences
- You will actively shape the way Roche interacts and connects with its customers by selecting and executing campaigns through the the optimal mix of channels, platforms and tools according to local customer preferences and customer segmentation

Role Interfaces

As the Channel Specialist, you will interact with the following:

- Digital Customer Engagement & Insights - LATAM
 - Channel Lead
 - Business Technology Partner
 - Analytics and Insights Partner
 - CX Specialist Colombia
 - Data Steward Mexico
- Global
 - DCE&I Channels
 - DCE&I Content (The Lab)
- Other LATAM roles & functions
 - Local iSquads (Medical, Marketing)
 - Patient Journey Partners (PJPs) & HSPs (Health System Partners)

Experience & Qualifications

Education

- Bachelor degree (scientific, technical, digital, economic or business degree). An advanced degree in Life sciences and/ or MBA is a plus

Professional Experience

- 3+ years of experience in planning and delivering integrated omnichannel strategies, campaigns and programs with specific technical expertise and hands-on knowledge of social media, online advertising, web, SEO/SEM, mobile, chat, and email channels
- Experience in working in and / or leading teams or cross-functional projects
- Experience with content tagging across channels
- Experience in consent management process management desirable
- Ability to motivate and help people shift their mindsets towards customer centricity, be the expert in optimizing/tailoring content for appropriate channel and audience
- Proven experience in liaising and collaborating with external agencies to leverage data driven decision making in optimizing campaigns

Languages

- Fluent in English and Spanish (oral & written) is essential

Skills & Competencies

Competencies

- Visionary: You have the vision to enhance customer engagement and provide answers to evolving customer needs leveraging creative omnichannel approaches
- Architect: You contribute to a team culture where you motivate others to take bold decisions to accelerate an exceptional and personalized customer experience
- Catalyst: You have an entrepreneurial spirit, being creative and swiftly pivoting, in pursuit of growth and to act quickly upon evolving customer needs
- Coach: You coach and enable PPOCs in reaching the desired outcomes of enhanced personalized customer experiences, supporting them in executing engagement activities through selected channels

In addition, the following skills will make you successful in your position and career development

at Roche:

- Coaching
- Risk Taking & Experimentation
- Learning Agility
- Outcomes Based Planning

- Systems Thinking
- Customer Centricity
- Deep Listening
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