

• Dermatology
beyond the skin

Multi Channel Manager Benelux

A **Multi Channel Manager** in LEO Pharma is responsible for implementation of the local digital multi-channel marketing strategy. You will directly be responsible to drive consent of the HCP's, to co-develop a multichannel communication strategy, implement digital tactics and drive online patient engagement.

Main responsibilities

- Implement multi-year digital MCM/Social Media tactical plan, in alignment with the dermatology marketing strategy
- Identify, create and implement effective MCM tools or digital projects
- Responsible for patient websites
- Project manage digital vendors
- Localize and leverage available content available from a regional level based on BE/NL/LU regulations.
- Responsible for implementation of Veeva e-detailer and Approved E-mails for use by sales force, including CLM and act as superuser.
- Delivery and roll-out of MCM tools for marketing automation, new channels and MCM engagements that will impact engagements with stakeholders
- Responsible for the monitoring and reporting of KPIs in MCM activities, collaborating closely with the product managers

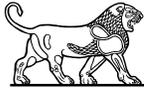
What kind of qualifications are we looking for?

- Commercial, marketing or economic background on bachelor or master level
- 1-3 years of experience with Digital Marketing tactics including social media platforms
- Languages: Dutch or French and English are a must. Bilingual French/Dutch is a real added value
- Working knowledge of HTML, Javascript, WordPress, Google Analytics etc. and in depth knowledge of PowerPoint, Excel, Word is a must
- Knowledge of metrics, digital analytics, ability to generate, analyse and interpret data to produce insights
- Knowledge of MCM/social media legal guidelines
- Experience in the pharmaceutical / consumer goods industry is preferred
- Understanding of multi-channel communication trends
- Project management skills
- Excellent communication/editing skills, research and teamwork skills
- Behavioral competencies: customer focus, strong collaboration skills, a drive for results, great enthusiasm and self starter.

Join our mission to help more people achieve healthy skin

Hundreds of millions of people around the globe are suffering from an untreated skin disease. Helping these people to get a better life is what LEO Pharma is all about. By understanding their needs and wishes we will improve existing treatments and break new land to uncover the solutions of tomorrow.

What we can offer you?



By joining LEO Pharma you will get the opportunity to create results, develop yourself among highly skilled colleagues while taking on our quest to become the preferred dermatology care partner improving people's lives around the world and at the same time create profitable growth.

You will be working from our Benelux office in Lier (near Mechelen), but you'll also have the possibility to be home-based a few days per week to allow you a healthy work-life balance throughout your career with us.