# GSK China Role Template

**葛兰素史克中国职位说明**

|  |  |
| --- | --- |
| **Role Title** 职位名称: Multichannel and Digital Excellence Leader  **Report to**上司职位：Head of Commercial Excellence  **Location**  驻地：Shanghai – PRC  **Role Purpose** 职位目标：  To lead and inspire the China business to accelerate the adoption of an ambitious multiple channel strategy. Enhancing GSK’s vision to be a healthcare leader in engaging our customers via innovative solutions, making material plan contribution to china business growth.  **Key Accountabilities/Responsibilities** 主要工作职责：   * To develop China multi-channel customer engagement strategic plan, based on clear evaluation of existing digital landscape and practices, taking the lead in continuously identifying and reviewing best practice from other LOCs and other industries, and ensuring it is adopted so that GSK can establish a competitive advantage. * To lead existing digital excellence team and customer engagement center team to pursue multi-channel customer engagement strategy in an aligned approached, to support TA marketing strategies implementations. * To work in partnership, on behalf of China commercial teams with Commercial IT, the APJEM Academy, Digital Centre of Excellence and the Global Digital Service (GDS) as appropriate to quickly accelerate digital capability and embed the best Digital channels to create and drive value for our brands. * To drive successful change management across the organization by ensuring strong buy in from senior management and TA marketing leaders to incorporating a multichannel vision where a significant proportion of customer interactions are delivered via digital - multiple channels * To provide leadership, focus and recommendations to China Sr. management team– defining what digital excellence is, what the focus needs to be and the changes required to overcome barriers and achieve greater success * To accelerate the adoption and benefits of core digital-multiple channel marketing tactics by ensuring all TAshave digital content quality and frequency, efficient implementation support and best practice, knowledge and skills development * Accountable for the successful implementation of early adopting projects and programme management of the wider rollout of the strategy (including engagement services and resources). Develop and drive the multichannel content management strategy to facilitate acquiring the capabilities to create and maintain quality digital content * Contribute towards the broader Customer Relationship Management strategy in conjunction with other Commercial Excellence functions, of which digital / multiple channel will be a key component. * To identify, standardise and champion the incorporation of multichannel marketing metrics into all digital marketing activities and into the broader metrics framework. * Co-chair the China Multiple Channel Governance Board, ensuring an appropriate governance framework is in place for digital marketing to ensure marketers can confidently move forward with digital marketing while maintaining adherence to corporate, regulatory and advertising code requirements   **Qualifications/Requirements: (Education / Experience / Competencies)**  申请资格 / 职位要求：(教育背景 / 工作经验 / 知识与技能)   * MBA or significant post qualifying experience in digital and multiple channel domain * At least 10 years experience in MNC marketing; A strong knowledge and experience in Digital Marketing, including but not limited to: e- disease education, product promotion through e channels (i.e. e-reps, etc.), search engine marketing and optimization, CRM (customer relationship management) system development, and social media, etc. is required/strongly preferred * Experience delivering solutions to meet customers’ needs is essential, preferably with healthcare professionals, through insights, analysis and innovation * Demonstrates meticulous attention to detail, yet remains able to work and lead confidently in ambiguous circumstances * Strong project planning and management skills * Strong ability to network and communicate effectively with internal and external stakeholders * Proven experience managing 3rd party providers and vendors to achieve business objectives * Strong communication skills (oral and written) in both Chinese and English and relevant technical language   **Key Job Dimensions (financial scope, headcount etc):**  Direct reports up to 2. (Manage the team of 8 pxn)  Budget accountability up to GBP1M  **主要工作范围(财务贡献、下属人数等)：** | |
| Agreement Signature/Date  (by job holder) |  |
| Approval Signature/Date  (by direct supervisor) |  |