



*Be an
inspiration.
Be Bayer*

At Bayer we're visionaries, driven to solve the world's toughest challenges and striving for a world where 'Health for all, Hunger for none' is no longer a dream, but a real possibility. We're doing it with energy, curiosity, and sheer dedication, always learning from unique perspectives of those around us, expanding our thinking, growing our capabilities, and redefining 'impossible'. There are so many reasons to join us. But if you're hungry to build a varied and meaningful career in a community of brilliant and diverse minds to make a real difference, there's only one choice.

Women's Health Brand & Customer Experience Lead (SEWA) (JO-2208-442)

Role purpose

Oversees coordination of all content-related topics for a group of brands for SEWA (South East and West Africa) regions. Drives modular content and its use / re-use across the cluster/countries as SPOC (single point of contact) for content topics and modular content expert. The position incumbent enables the use of enhanced / new tools for modular content ensuring application of standards to creative content planning. Responsible for creating end-to-end, relevant, customer centric interactions via a thorough understanding on what matters most to the customers, as well as designing customer experiences (CX) end-to-end through an integration of all sources of insights. Acts as ambassador of CX, driven by the ambition to create exceptional customer experiences and constantly evolve.

Key responsibilities and tasks

- // Fully understand, embrace and drive modular content in the cluster/country; support the enablement/embedding of related tools, processes and standards
- // Oversees/coordinates overall content creation; planning, delivery and cost, ensuring Bayer's gold standards are adhered to
- // Monitors and improves the content development process together with local team/agencies/global/CoE
- // Has oversight of the whole content landscape (availability) for the brand/TA, identifies gaps in modular content offering based on campaign needs,

liaises with Content Creator/RSO/IPT/other markets to fill the gap

- // Identifies content gaps for modular content and contribution to global content creation.
- // Fosters cross-country exchange of all types of content (modular and non-modular i.e. print materials)
- // Collects and manage holistic content repository for strategic focus areas based on constant Xsight based oversight on markets microsegments and campaigns
- // Ensures regionally consolidated input into segment campaign blueprint and global customer experience journeys / campaign planning and follows-up with countries on execution of end-to-end campaign blueprints based on strategy
- // Actively drives reuse of selected local pieces and potentially fills content gaps by steering content creation (content re-use is a core KPI)
- // Contributes to the country/cluster nuclei brand planning, incl. IBP, P&I budgeting, forecasting for revenue and product supply by communicating country feedback towards the cluster nuclei
- // Develops and manages relationships with selected local customers and Thought Leaders
- // Ensures integrates of External / Internal insights based on country exchange
- // As active nuclei member, co-develop high-level customer experience roadmap: set prioritisation rules and apply global guidelines
- // Customer journey owner who manages end-to-end customer experience, identifies gaps and works with

- nuclei team and multiple other multi-functional stakeholders to find practical solutions
- // Owner of customer experience measurement with the goal to constantly improve key CX parameters
- // With support from the MSO team analyze data collected from different channels (e.g. market research reports, field force feedback, social media and market trends, NPS scores etc.) to predict behaviors, needs and preferences of target customers.
- // Integrate external and internal insights into campaign development and design process
- // Enable independent evaluation of cross-channel experience and overview of whole journey
- // Reflect learnings in new journey designs

Working Relations

- // Nucleus Leads
- // Marketing & MSO Chapter Head and team members
- // Content Creators and Campaign Owners
- // Global Marketing (esp. Global Content Leads)
- // Medical Affairs, RSO and Sales
- // Global IMCM / CPH
- // Global CX Community

Experience, Skills and Qualifications

- // University degree (minimum bachelor's degree)
- // Educational backgrounds in business intelligence, marketing research an advantage
- // Min. 6 years of experiences in Marketing & Sales
- // Experience in content creation, digital marketing and brand management namely building campaigns
- // Thorough understanding of user insights and experience from a content creation perspective

- // Advanced knowledge and work experiences on sales/ sales management/ marketing /market analysis/ target setting / position optimization and reporting system management
- // Strong communication, stakeholder management skills and intercultural skills
- // Experienced in campaign planning & delivery and end-to-end execution of customer experiences
- // Strong brand knowledge & customer centricity
- // Able to research and synthesize user insights applying CX tools and frameworks
- // Hands-on experience designing consumer journeys / experiences or other design thinking activities
- // Proven experience working in design teams in an Agile product development setting
- // Experienced in applying agile principles and fostering new ways of working
- // Creative problem solving and strong analytical thinking and data-driven mindset
- // Good project management skills
- // Ability to articulate the value of a design choice to users and non-designer stakeholders
- // Able to produce high quality creative solutions from the customer perspective in a fast-paced environment

Be a part of something bigger:

Link to apply: [Bayer Careers](#)

Application Date:
16 August – 30 August 2022

Position grade:
VS 1.2

Employment type:
Permanent

Location:
Isando, South Africa

Contact us

Telephone +27 11 921 5700

////////// Science for a **better Life**

Bayer welcomes applications from all individuals, regardless of race, national origin, gender, age, physical characteristics, social origin, disability, union membership, religion, family status, pregnancy, sexual orientation, gender identity, gender expression or any unlawful criterion under applicable law. We are committed to treating all applicants fairly and avoiding discrimination.