



AFRIKA KOMMT! 2023-2025

An Initiative of German Industry for Future Leaders from Africa

Profile Name: (Junior) Omnichannel Manager

Company: ID: AK12_BI_13	Name of Company / Business sector Boehringer Ingelheim Pharma GmbH & Co. KG	Boehringer Ingelheim		
Education:	Bachelor's degree, or other undergraduate academic degree OR Master's degree of business administration, natural science (e.g. MBA, MsC), media, or psychology			
Professional Experience:	<ul style="list-style-type: none"> 3-5 years experience in digital communication Excellent project management skills Practical experience in using CMS-Systems and MS Office (PPT, Excel) Proven experience in agile working skills, ability to handle complex workload, high cross functional collaboration and networking skills 			
Maximum years' experience needed:	Graduate / work experience 1-2y	Young professional (2- 4y)	Professional (4y+)	Other (specify, if applicable)
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Additional Qualifications:	<ol style="list-style-type: none"> 1. Passionate about technology and obvious interest in digital 2. Exhibits creativity and critical thinking 3. High customer focus 4. Fluent in English with strong written and verbal communication skills 			
This profile focuses on the indicated skill sets:	People Leadership	Expertship/ Specialist	Project/Program Management	Other
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Country Focus:	All nationalities			
Division / Location / Department:	Human Pharma Germany (HPG) Department: Go to Market & Customer Experience Group: Omnichannel Excellence Working Place: Germany, Site: Ingelheim			
Planned Tasks & Activities:	<ul style="list-style-type: none"> Support and coordinate the design and execution of multi-channel campaigns for specific customer groups. Design brand and customer specific campaigns by ensuring that brand content is delivered to customers by an optimal mix of customer-facing and various digital channels. Guide / inspire brand teams in creating segment specific innovative, relevant customer-centric content, assets, services, and activities per brand plan. Support the execution of the designed multi-channel campaigns and ensures that defined interaction KPIs are met. Based on the GtM-strategy she/he optimizes digital customer interaction channels and is responsible for the addition and implementation of new channels. responsible for all non-face-to-face channel execution of the campaign (e. g. Adobe) and for the development of new campaign requirements, tests, production, execution, and quality control. 			
Remarks:	-			