

Senior Manager, Digital Experience & Operation - Japan & Korea

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Company: Coca Cola

Location: Japan

Category: other-general

Description

Summary:

Position Overview:

This role is responsible for leveraging owned digital platforms to support weekly+ consumer growth, orchestrate end-to-end consumer digital experience such as OneXP and Coke ON and drive its operational excellence. This role needs to collaborate with cross-functional teams including Marketing Categories, IMX E2E, StudioX and other internal or external brand development teams, to ensure seamless integration of digital solutions and achieve the company's digital objectives and contribute JKOU business objectives.

Key Responsibilities:

Define and execute the digital strategy aligned with business goals and industry trends.

Identify opportunities to streamline processes, enhance customer experiences, and drive operational efficiencies through digital initiatives.

Champion a customer-centric approach by analyzing consumer behavior and feedback to identify pain points and opportunities for improving digital processes and interactions.

Work as a hub to support day-to-day operations of OneXP and Coke ON with external digital agencies and internal stakeholders.

Consult internal marketing team with the consistent expertise in line with TCCC global digital strategy & perspectives.

Work closely with various departments to understand their digital needs and challenges and develop solutions to address them. Foster strong relationships with key stakeholders to ensure successful adoption of digital tools and processes.

Manage the end-to-end digital initiatives budget, ensuring efficient allocation of resources for projects, and providing financial oversight to ensure projects are executed within budget. Establish OKRs and metrics to assess the effectiveness of digital initiatives.

Drive change management efforts to ensure smooth adoption of new digital processes and tools across the organization. Develop training programs and resources to enhance overall marketing teams' digital capabilities.

Requirements :

Passion for consumer-centered digital product design and a desire to advocate for the best consumer experience.

Minimum of 8-12 years proven experience as a Digital Transformation, Digital Operation, Digital Production or similar leadership role.

Excellent communication and collaboration skills to work effectively with cross-functional teams and stakeholders, coordinate dependencies and manage risks in complex environments.

Strategic mindset with the ability to translate business objectives into actionable digital strategies.

Deep understanding of user experience design, digital technologies, data analytics, and their applications in business growth and operational contexts.

Skills:

Agency Management, Communication, Connections Planning, Creativity, Data Driven, Digital Media, Digital Signage, Google Analytics, Influence, Marketing Campaigns, Marketing Strategies, Microsoft Office, Negotiation, Paid Search Marketing, Problem Solving, Programmatic (Inactive), Project Management, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media, Teamwork, Videography

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