

Director of Policy Communications and Media Relations, Europe

Job ID
REQ-10007913
Nov 07, 2024
Switzerland

Summary

Location: Basel, Switzerland - Hybrid working - 12 flexible working days in the office per month.

About the role:

As the Director Policy Communications and Media Relations, Europe you will lead and drive the design and execution of integrated policy communications and media relations initiatives in support of the commercial organisation's corporate reputation and policy objectives in the Region Europe! By providing strategic direction to business partners, seamlessly connected with country communicators, you will deliver a regional data-driven strategy to predict external customer views, needs and behaviours.

About the Role

Key Responsibilities:

- Partner with Public Affairs, Value & Access(V&A) and key internal customers, to develop and implement a comprehensive a critical communications strategy to help deliver strengthened corporate reputation, enhance our advocacy and policy efforts, and drive business growth within Europe.
- Be an indispensable partner to the business and regional leadership developing and driving a data-based strategy, audience-led and innovative. Partnering with A&I, to leverage data platform to generate insights that inform strategy and tactical decision making and that over time model future trends at the regional or key country level.
- Drive and maintain regional external customer mapping that informs corporate reputation and executive communications strategy for the region.
- Supercharge countries, working in sync across geographies with regional stakeholders and countries (D5 as key markets) in a dynamic ecosystem that promotes accountability, agility, efficiency and clarity with a sole focus on growth and reputation.
- Collaborate closely with Public Affairs and Patient Advocacy Europe team and other Corporate Affairs colleagues to use our corporate brand and voice to enhance our reputation above country, advance our policy goals and set the tone for data-driven corporate country plans.
- Provide support and recommendations in a programmatic approach to senior business leaders, C&PA, Public Affairs and V&A teams, with a focus on strategic partnerships and coalitions.
- Identify regional opportunities and drive the best process sharing that deliver and inspire a shift to becoming a predictive function and deliver mutually beneficial impact for both the European healthcare systems and customers we serve, as well as for our business.

- Ensure implementation and use of systematic data platform across countries to enable transition to predictive function.
- Oversee and create any integrated communications materials for select Corporate Affairs initiatives directed at European external or internal customers including
- including press releases and associated materials, op-eds and news articles, newsletters, speeches, campaign materials, narratives, and social media content.
- Build and nurture relationships with media outlets, European leaders with vision, influencers and other relevant collaborators and serve as spokesperson for the company on policy-related and other issues with media.
- Partner with Corporate Affairs teams to lead online presence, including website content, social media, and digital campaigns and manage budgets, resources and external agencies to optimise the impact of policy comms and media relations efforts effectively and coherently.

Essential Requirements:

- Bachelor's degree or equivalent experience.
- Many years' experiences in diversified communications and policy work including product PR communications, corporate positioning, social media strategy and implementation.
- Experience in patient relations, IR, media relations, issues and agency management.
- Experience in written communications, including press releases, newsletters, articles and op-eds, corporate positioning, talking points and speeches, Q&A documents, presentations, infographics and other visual aids
- Deep working and organisational knowledge of our company and EU institutions.
- Fluent in the debates and policy discussions on European health care systems, pharma industry and patient communities.
- High level strategic partnering skills with proven ability to engage and influence stakeholders at all levels both internal and external.
- Shown ability to cultivate impactful teams - team leadership and management.
- Uses data and insights with a predictive mentality; seeking multidirectional insights to understand our environments and collaborators, and embraces iterative, measurable experimentation and action.

Benefits and rewards:

Read our handbook to learn about all the ways we'll help you thrive personally and professionally:

<https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity & Inclusion:

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in any order to receive more detailed information about essential functions of a position, please send an e-mail to inclusion.switzerland@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Why Novartis: Helping people with disease and their families takes more than innovative science. It takes a

community of smart, passionate people like you. Collaborating, supporting and inspiring each other. Combining to achieve breakthroughs that change patients' lives. Ready to create a brighter future together?
<https://www.novartis.com/about/strategy/people-and-culture>

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Division

Corporate Affairs

Business Unit

CTS

Location

Switzerland

Site

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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