

# Senior Manager, APMA Policy Comms & Media Relations

Job ID  
REQ-10009735  
Sep 03, 2024  
Singapore

## Summary

Lead and drive the development and execution of strategic data-driven communication initiatives in support of the organization's policy objectives in the Region APMA. Providing strategic direction, connecting with country communicators, and collaborating closely with internal stakeholders to effectively convey complex policy issues to diverse audiences. The role requires building a strong partnership with Public Affairs, and Value and Access and leveraging data & analytics to anticipate external trends and dynamics that inform strategy and proactively engage with our stakeholders.

## About the Role

### Major accountabilities:

- In partnership with Public Affairs, Value & Access and key internal stakeholders execute annual strategic policy plan, integrating policy and communications to advance strategic priorities in APMA and activate our target audiences and key stakeholders.
- Operate in service of a fully integrated team, continuously leveraging collaboration across countries and geographies, and promoting an agile and iterative mindset.
- In partnership with Corporate Communications and Corporate Affairs, leverage our corporate brand and voice to enhance our reputation above country, advance our policy goals and set the tone for data-driven based corporate reputation country plans in country.
- Drive and maintain regional external stakeholder mapping that informs corporate reputation and executive communications strategy for region President.
- In partnership with A&I, leverage data platform to generate insights that inform strategy and tactical decision making, data and analytics to and that over time model future trends anticipate trends and shape our strategies at the regional or key country level.
- Ensure systematic implementation and use of A&I framework data platform across countries to enable transition to predictive function
- Supercharged countries, working in sync with Regional stakeholders and countries in a dynamic ecosystem that promotes accountability, agility, efficiency and clarity with a sole focus on growth and reputation.
- Collaborate with senior leadership, policy analysts, and subject matter experts to craft impactful messaging and narratives.
- Oversee the creation of various communication materials, including policy briefs, press releases, speeches, and presentations.
- Build and nurture relationships with media outlets, policymakers, advocacy groups, and other relevant

stakeholders.

- Strategically position the Policy priorities in important regional conversations and convenings via traditional and social media, deepen partnerships and media relations.
- Partner closely with Public Affairs to monitor policy developments, industry trends, and public discourse to adapt communication strategies accordingly.
- Partner with Corporate Affairs teams to effectively manage online presence, including website content, social media, and digital campaigns.
- Implementation of media relations strategy in coordination with Corporate Media Relations.
- Manage relationships with internal and external key stakeholders.
- Support advocacy efforts by providing communication expertise for policy initiatives and campaigns.
- Ensure systematic implementation of CA function A&I framework within communications activities and consistently monitor performance.
- Ensure budget accuracy.

#### **Minimum Requirements:**

- 10+ years diversified communications & policy.
- Product PR communications, social media strategy and implementation
- Corporate communications, IR, media relations, stakeholder relations, policy.
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.
- Proven ability to cultivate high performing teams - Team leadership and management.

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Division

Corporate Affairs

Business Unit

CTS

Location

Singapore

Site

Mapletree Business City (MBC)

Company / Legal Entity

SG90 (FCRS = SG015) Novartis Asia Pacific Pharmaceuticals Pte. Ltd

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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