

# Senior Manager, Site Communications Basel

Job ID  
REQ-10026898  
Nov 11, 2024  
Switzerland

## Summary

About the role:

Lead the development and execution of a strategic approach to advance the reputation of Novartis in Switzerland through the delivery of strategic corporate communications campaigns internally and externally in accordance with core narrative and themes. Collaborate closely with key internal stakeholders to provide strategic communications counsel and deliver communications to Basel based employees.

Location: Basel, Switzerland

## About the Role

Key Responsibilities:

- Delivery of strategic corporate communications campaigns to further the reputation of Novartis in Switzerland.
- Delivery of communications to Basel campus-based employees including partnering with key stakeholders. e.g. maintenance of Basel related channels, supporting priority site related comms (security, Swiss implementation of global campaigns (e.g. People & Organisations initiatives))
- Provide communications support and counsel to the Basel Campus Committee to ensure employees remain engaged and updated on relevant activities; including a content and channels strategy, segmenting audiences and tailoring messages.
- Delivery of communications for Basel based audiences, with a special focus on high need audiences (people managers, cross-border commuters, talents, new-joiners)
- Responsible for communication and PR on ground contamination / remediation projects
- Development of the internal communications strategy for Switzerland and the Basel sites
- Lead the Basel site NEM organization in alignment with strategic direction from Director, Global & Swiss Media & Editorial including recruitment, training and organization of members. Settlement of stand-by duty compensation for the communication module members. Regular update of NEM communication documents and templates.
- Management of social strategy for the Novartis Switzerland channels
- Stay up to date on the external environment for the enterprise and business, key topics and issues, and manage media engagement accordingly.
- Along with Corporate Reputation & Narrative team colleagues, collective accountability for working with analytics and insights to set and track the desired company reputational state and intent for priority audiences, with strategic adjustment and tactical decision-making accordingly to meet defined outcomes.
- Exemplify a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embrace iterative, measurable experimentation and action.

## Role Requirements:

- Bachelor's degree in Communications or related field; advanced degree preferred.
- Proficient in German and English written and verbal
- Strong experience in communications with a focus on media relations and operations.
- Demonstrated ability to contribute to the development and implementation of successful communication strategies.
- Strategic mindset with the ability to ideate and deliver innovative media relations and operations approaches.
- Effective interpersonal and communication skills, with the ability to collaborate across teams and stakeholders.
- Track record of influencing at a senior level and navigating complexity.
- Strong analytical skills with the ability to interpret data and insights to support decision-making.

## Nice to have:

- Adaptable and able to thrive in a fast-paced environment with evolving priorities.
- Informed view across industry topics, trends, and issues.

## Benefits and rewards:

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<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](mailto: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.

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

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