

Senior Manager, Site Communications Basel

Job ID
REQ-10026898
Nov 11, 2024
Suiza

Resumen

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:

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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División
Corporate Affairs
Business Unit

CTS
Ubicación
Suiza
Sitio
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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