

Corporate Communications Manager

Job ID
REQ-10028799
Nov 21, 2024
Reino Unido

Resumen

***CLOSING DATE FOR APPLICATIONS IS FRIDAY 13TH DECEMBER 2024

Join us as Manager, Corporate Communications at Novartis and make a meaningful impact on our corporate reputation, associate engagement and policy objectives in the UK. Collaborate with media partners, identify partnership opportunities, and drive activations to engage our 1000+ person organization. Leverage data and analytics to shape a data-driven strategy, anticipate stakeholders' needs, and drive excellence in how we speak to our key audiences. Don't miss out on this chance to make a significant impact in the world of corporate communications.

About the Role

Key Responsibilities:

- Corporate Strategic Positioning: Supports in the design and implementation of corporate positioning strategy across our internal and external channels
- Accountable for driving internal collaboration and alignment with TA Comms to build coherent internal and external communications plans supportive of disease categories and corporate reputation
- Develops and updates local narrative, creates innovative communication tools and builds storytelling to align local internal and external messaging.
- Provides strategic guidance to stakeholders on effective messaging, content creation, and dissemination methods.
- Accountable for developing and executing digital communication strategies to reach internal and external target audiences effectively including driving robust insights generation and leading best practice measurement implementation
- Data Analysis and Intelligence: Collect and analyse communication data, including customer feedback, market trends, and competitor insights.
- AI Integration: Explore and implement AI technologies to enhance communication strategies and processes.

• Essential Requirements:

- Advanced degree in communications, marketing, data science, or a related field.
- Proven experience in Digital Marketing and/or Communications within the healthcare industry and/or healthcare ecosystem, strategic planning and media relations.
- Familiarity with regulatory guidelines within the science and pharmaceutical sector.
- Proven experience in data analysis, preferably within the science or pharmaceutical industry context.
- Ability to stay focused on priorities, high personal accountability, agile to evolving needs and curious about ways to iterate and improve our work
- Skilled in creating integrated communication plans that leverage a mix of media types to achieve desired outcomes and drive engagement, brand awareness and organizational impact
- Proven ability to collaborate with cross functional teams and senior executives to align communications strategies with organizational goals
- Outstanding written and verbal communication skills, with the ability to present findings and recommendations clearly.

• **Desirable Requirements:**

- Proven comfort with technology and rigorous process
- Role-models a predictive mindset: seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.

Commitment to Diversity:

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

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

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>

División
Corporate Affairs
Business Unit
CTS
Ubicación

Reino Unido
Sitio
London (The Westworks)
Company / Legal Entity
GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.
Functional Area
Communications & Public Affairs
Job Type
Full time
Employment Type
Regular
Shift Work
No
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