

# Manager, Media Relations & channels

Job ID  
REQ-10032789  
Feb 20, 2025  
China

## Resumen

The role drives and implements the comprehensive media relations strategy to protect and enhance corporate reputation of NVS China. This role is responsible for building and fostering media relationships and serve as the key contacts of media when handling inquiries and issue.

## About the Role

### Job Responsibilities

- Develop and implement an impactful and comprehensive media strategy, including social media, aligned with the company's vision and priorities.
- Be responsible for content development and newsflow management/tracking, and distributing to targeted media outlets to generate media interest and coverage.
- Oversee media relations and partnerships strategy and implementation, including building and nurturing relationships with media outlets, thought leaders and influencers.
- Responsible for media and landscape analysis and the utilization of analytics and insights to create reports and inform strategy.
- Monitor media coverage to track the company's reputation, industry trends, and competitor activities and provide regular analysis report
- Serve as the central point of contact for above TA/product media inquiries
- Support execution of media campaigns to generate positive media coverage and enhance brand visibility and sentiment
- Manage above TA/product issue and crisis

### Education:

- Bachelor degree required

### Experience:

- 7+ years of experience in corporate communication or product communication, with healthcare background
- Media relations expertise and understanding of China's social media landscape
- Editorial oversight and project management

### Skills:

- Strong writer and content generator
- Excellent oral and written English & Chinese

- Business acumen and understanding of China healthcare industry landscape
- Insights and analytical capabilities
- Strong interpersonal skills and collaborative enterprise mindset with comfort in working in a matrix environment
- Ability to multi-task and manage complex issues into simple effective solutions

\*OGSM stands for Objectives, Goals, Strategies, and Measures. It is a strategic planning framework used to define and track measurable goals and actions to achieve an objective.

**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

China

Sitio

Shanghai (Shanghai)

Company / Legal Entity

CN14 (FCRS = CN014) China Novartis Institutes for BioMedical Research Co., Ltd.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

## Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.china@novartis.com](mailto:diversityandincl.china@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Novartis is committed to building an outstanding, inclusive work environment and diverse teams'

representative of the patients and communities we serve.

Job ID  
REQ-10032789

## **Manager, Media Relations & channels**

[Apply to Job](#)

---

**Source URL:** <https://prod1.adacap.com/careers/career-search/job/details/req-10032789-manager-media-relations-channels>

### **List of links present in page**

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Shanghai-Shanghai/Manager--Media-Relations---channels\\_REQ-10032789-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Shanghai-Shanghai/Manager--Media-Relations---channels_REQ-10032789-1)
5. <mailto:diversityandincl.china@novartis.com>
6. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Shanghai-Shanghai/Manager--Media-Relations---channels\\_REQ-10032789-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Shanghai-Shanghai/Manager--Media-Relations---channels_REQ-10032789-1)