

# Director of Policy Communications, Advocacy and Media Relations

Job ID  
REQ-10009678  
Jun 07, 2024  
USA

## Summary

Location: East Hanover, NJ Lead and drive the design and execution of integrated communications, patient advocacy and media relations initiatives in support of the organization's corporate reputation and policy objectives in Latin America and Canada. Providing strategic direction, connecting with country Comms and PA teams, and collaborating closely with internal stakeholders to effectively deliver a regional data driven strategy, and to amplify and 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 proactive engagement.

## About the Role

### Main accountabilities

- In partnership with Public Affairs, Value & Access and key internal stakeholders develop and implement annual strategic policy plan, integrating policy, advocacy, and communications to advance strategic priorities in LACan.
- Be an indispensable partner to the business and regional leadership developing and executing a data-based strategy, audience-led and innovative.
- Operate in service of a fully integrated team, continuously leveraging collaboration across countries and geographies, and promoting an agile and iterative mindset.
- 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 and that over time model future trends at the regional or key country level.
- Supercharge countries, working in sync with regional stakeholders and countries (Brazil and Canada as key markets) in a dynamic ecosystem that promotes accountability, agility, efficiency and clarity with a sole focus on growth and reputation.
- 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-based corporate reputation plans in country.
- Provide guidance and recommendations in programmatic approach to patient advocacy and communications, with a focus on strategic partnerships and coalitions.

### Essential Requirements:

- Undergraduate degree required. A master's level degree is preferred

- 12+ years diversified communications & policy.
- Experience in leadership & influencing
- Product PR communications, social media strategy and implementation
- Experience in patient relations
- Data and Analytics understanding
- Corporate communications, IR, media relations, stakeholder relations, policy.

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Division

Corporate Affairs

Business Unit

CTS

Location

USA

Site

East Hanover

Company / Legal Entity

U061 (FCRS = US002) Novartis Services, Inc.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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