

# Associate Director, Region Policy Communications & Media Relations

Job ID  
REQ-10009680  
Jun 10, 2024  
USA

## Summary

Location: East Hanover, NJ Lead and drive the development and execution of strategic data-driven communication initiatives in support of the organization's policy objectives in the Region Latin America and Canada. Providing strategic direction, connecting with country communicators, and collaborating closely with internal stakeholders to effectively 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 proactively engage with our stakeholders.

## About the Role

### Major accountabilities:

- In partnership with Public Affairs, Value & Access and key internal stakeholders execute annual strategic policy plan, integrating policy and communications to advance strategic priorities in LACan and activate our target audiences and key stakeholders.
- Operate in service of a fully integrated team, continuously leveraging collaboration across countries and geographies, and promoting an agile and iterative mindset.
- 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-driven based corporate reputation country plans in country.
- 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, data and analytics to and that over time model future trends anticipate trends and shape our strategies at the regional or key country level.
- Ensure systematic implementation and use of A&I data platform across countries to enable transition to predictive function.
- 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.
- Collaborate with senior leadership, policy analysts, and subject matter experts to craft impactful messaging and narratives.

### Essential Requirements:

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

- 10+ years diversified communications & policy.
- Leadership & influencing
- Product PR communications, social media strategy and implementation
- Patient relations
- Corporate communications, IR, media relations, stakeholder relations, policy, and crisis and issues management
- Industry/ Business Exposure in matrixed organization

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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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