

# Director of Communications and Media Engagement for Finance and Strategy & Growth organizations

Job ID  
REQ-10022797  
Dec 16, 2024  
Switzerland

## Summary

Location: Basel, Switzerland (Hybrid)

The role of Director of Communications and Media Engagement for Finance and Strategy & Growth organizations will work closely with the news media to communicate the value Novartis creates, and its impact on people, the environment, and society to external and internal audience. Set vision and align on strategic engagement efforts to drive our company's leadership narrative in our financials and to position our company as the BD partner of choice.

## About the Role

### Your responsibilities include, but not limited to:

- Implement financial communications strategy and tactics (e.g., contacting reporters, writing media materials, developing social media content) at quarterly earnings and beyond earnings cycles, as well as key financial and investor events:-
- Closely partner with key groups within Finance Organization, e.g., Investor Relations (IR), to develop messaging/communications tactics that complement and advance efforts to reach and impact investment community through the media.
- Engage business/financial media to drive strategic, pulsed news coverage in traditional media
- Ensure financial messaging and materials are pulled through across internal audiences to engage and educate them on the company's financial strategy
- Set vision/direction and activate social media engagement strategies and thought leadership platforms to advance Novartis strategy among Financial/Investor/Business Development (BD) audiences
- Seek and engage influencers (e.g., Key Opinion Leader (KOLs) to proactively tell/promote Novartis story among investor/BD audiences
- Elevate S&G organization by leveraging the news media to reach among key ventures capital/BD audiences with strategic S&G communications strategy and tactics.
- Build operating model/process for strategic external and internal communications to promote BD activities
- Manage oversight of all BD deals/collaborations support across Corporate Affairs.
- Develop and execute internal and external communications plans for BD/Deal announcements
- Execute issues management tactics to mitigate reputational risk among investors/S&G partner audiences
- Understand the external environment for the Finance and S&G organizations and how to reach and

influence their key stakeholders

- Exemplify a predictive mindset; seek multidirectional insights to understand our environments and stakeholders, and embrace iterative, measurable experimentation and action.

### **What you'll bring to the role:**

- Bachelor's degree in, Communications, Business Administration or related field; advanced degree preferred
- Significant experience gained in communications, preferably in the pharmaceutical or healthcare industry with a focus on financial communications for publicly traded companies
- Demonstrated experience in top-tier Business / Financial media relations skills, including expertise in social media
- Relevant communications experience and strong knowledge of financial/quarterly earnings and regulatory requirements for publicly traded companies.
- Excellent business/financial media relations skills, including expertise in social media
- Strong knowledge of financial/quarterly earnings communications and regulatory requirements
- Excellent leadership and influencing skills, with the ability to align diverse stakeholders and drive results
- Strategic mindset with the ability to develop and implement innovative approaches in financial/BD communications
- Demonstrated ability to continuously track and leverage new trends in financial/BD communications
- Strong cross-functional collaboration skills and the ability to serve as a key interface with various internal functions
- Understanding of regulatory financial reporting requirements
- Proficiency in English required - excellent communication and presentation skills, with the ability to effectively communicate complex information to senior management and external stakeholders
- Issues management/risk mitigation identification and management
- Adaptable and able to thrive in a fast-paced environment with evolving priorities

### **Commitment to Diversity and Inclusion / EEO:**

Novartis is 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 to receive more detailed information about the essential functions of a position, please send an e-mail to [inclusion.switzerland@novartis.com](mailto: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>

**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>

Division

Corporate Affairs

Business Unit

CTS

Location

Switzerland

Site

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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### **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/Basel-City/Director--](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Basel-City/Director--)

Communications-Finance-Strategy---Growth-Activation\_REQ-10022797-1

5. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Basel-City/Director--Communications-Finance-Strategy---Growth-Activation\\_REQ-10022797-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Basel-City/Director--Communications-Finance-Strategy---Growth-Activation_REQ-10022797-1)