

Corporate Communications Manager

Job ID
REQ-10027141
Nov 21, 2024
Spain

Summary

Location: Madrid, Spain

About the role:

The Corporate Communication Manager will provide a strategic view, professional advice, support and coordination in activities/relationships for a particular area of external Communications, with a focus on corporate positioning with impact on our Spanish company strategy.

You will deliver a data-driven strategy by leveraging data and analytics for data modeling of the external environment and to predict stakeholder views, needs and behaviors. The role requires building a strong partnership with external media, as well as Patient Advocacy, Public Affairs, Value & Access and other x-functional partners to anticipate external trends and dynamics that inform strategy and proactive engagement.

About the Role

Key Responsibilities:

- **Corporate Strategic Positioning:** Supports in the design and implements corporate positioning strategy. Coordinates and provides specialized expertise in corporate communications.
- Acts as a strategic partner to the business and creates and supports the implementation of a communication strategies in their own area of expertise, aligned to strategic positioning plan.
- Ensures internal collaboration and aligns with Therapy Area Communications to build coherent internal and external communications plans.
- Builds relationships with TA communications partners and other business partners and/or senior Communications colleagues.
- Develops and updates local narrative, creates innovative communication tools and builds storytelling to align local internal and external messaging.
- Manages agencies and other external vendors to ensure maximum return on investment, operational excellence and business impact
- **Stakeholder Engagement:** Collaborate with stakeholders (researchers, scientists, marketers, etc.) to identify communication needs and target audiences.
- **Digital, Social Media Strategy and Campaign Management:** Develops and executes digital communication strategies to reach target audiences effectively. Collaborates with cross-functional teams to ensure consistency across digital channels (websites, social media, email campaigns, etc.).
- **Data Analysis and Intelligence:** Collect and analyse communication data, including customer feedback, market trends, and competitor insights.

- Identify patterns, correlations, and trends in data to inform strategic planning and creates reports and presentations highlighting data-driven insights for communication optimization.
- AI Integration: Explore and implement AI technologies to enhance communication strategies and processes, including developing tools to boost customer communication and engagement.

Essential Requirements:

- Bachelor's degree in communications, marketing, data science, or a related field. Advanced degrees preferred. (Master's degree preferred).
- At least a few years in diversified communications or marketing
- Proven experience in Digital Marketing and/or Communications within Health industry and/or HC ecosystem, strategic planning and media relations.
- Proven experience in data analysis, preferably within the science or pharmaceutical industry context.
- Strong knowledge of AI technologies and their application in communications.
- Experience with digital strategy development and campaign management.
- Excellent analytical skills and the ability to translate complex data into actionable insights.
- Proficiency in using data visualization tools and software for reporting purposes.
- Outstanding written and verbal communication skills in Spanish and English, with the ability to present findings and recommendations clearly.
- Strong project management and organizational skills

Desirable Requirements:

- Familiarity with regulatory guidelines within the science and pharmaceutical sector is a plus.

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Division
Corporate Affairs
Business Unit
CTS

Location
Spain
Site
Madrid Delegación
Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.
Functional Area
Communications & Public Affairs
Job Type
Full time
Employment Type
Regular
Shift Work
No
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