

Senior Communications Manager (f/m/d)

Job ID
REQ-10037416
Jan 22, 2025
Austria

Summary

As the Corporate Communication Manager you are responsible for developing and executing a comprehensive, data driven and predictive communications strategy for Novartis in Austria. The role requires building a strong partnership with media, patient advocacy groups, public affairs, and other cross-functional teams to anticipate trends and proactively engage with stakeholders to strengthen the Reputation and policy objectives.

Please note: This role requires regular travel to Vienna (10-20% travel required)

About the Role

Your key responsibilities:

- Collaborate with media and policymakers to enhance corporate reputation and policy objectives.
- Design and implement positioning strategies for Novartis Austria (internally and externally).
- Act as a strategic partner for communication strategies using data & analytics.
- Develop and execute digital strategies, including managing social media channels and the corporate website.
- Provide strategic guidance on messaging and content.
- Analyze the external environment and advise and engage on healthcare policies and trends.
- Manage agencies and vendors for ROI and excellence.
- Identify and activate partnering opportunities and lead activation.
- Crisis & Issues Communication.

Essential Requirements:

- Extensive experience in Digital Marketing/Communications within the health care industry, including strategic planning and media relations
- Familiarity with regulatory guidelines in the science and pharmaceutical industry
- Experience in internal and external Communication as well as crisis & issues management
- Proven experience in data analysis paired with curiosity about AI technologies and their application in communications
- Outstanding written and verbal communication skills, both in German and English
- Hands on, accountable for driving and executing projects either alone in the team or in collaboration with agencies and project squads paired excellent networking and relationship building skills (e.g. agency coordination and management)

Why Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

You'll receive:

You can find everything you need to know about our benefits and rewards in the Novartis Life Handbook. <https://www.novartis.com/careers/benefits-rewards>

In addition to a market-competitive base salary, we offer an attractive incentive program, a modern company pension scheme, childcare facilities, learning and development opportunities as well as worldwide career possibilities within the Novartis group. In accordance with Austrian law, we are obliged to disclose the minimum salary as stated in the collective bargaining agreement. For this position the minimum salary is €77,543.90/year (on a full-time basis). The actual salary will be significantly higher, as we strive to maintain a competitive position in the market and consider your previous experience, qualifications and individual competencies.

We are open for part-time and job-sharing models and support flexible and remote working where possible.

Commitment to Diversity & Inclusion:

Novartis is committed to building an outstanding, inclusive working environment and diverse teams, representative of the patients and communities we serve.

Adjustments for Applicants with Disabilities:

If because of a medical condition, physical disability or a neurodiverse condition you require an adjustment during the recruitment process, please reach out to disabilities.austria@novartis.com and let us know the nature of your request as well as your contact information. The support which we can provide will include advice on suitable positions as well as guidance at all stages of the application process. Austrian law provides candidates the opportunity to involve the local disability representative, Behindertenvertrauensperson (BVP), in the application process. If you would like to request this, please let us know in advance as a note on your CV.

Join our Novartis Network:

If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

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
International
Business Unit
CTS
Location
Austria
Site
Schafteuau
Company / Legal Entity
AT33 (FCRS = AT033) Novartis Pharmaceutical Manufacturing GmbH
Functional Area
Communications & Public Affairs
Job Type
Full time
Employment Type
Regular
Shift Work
No
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