

Senior Manager, Executive Communications & Content

Job ID
REQ-10016853
Aug. 19, 2024
Schweiz

Zusammenfassung

Location: Basel, Switzerland or London, UK The Senior Manager, Executive Communications & Content will Lead the development and execution of a comprehensive communications approach that leverages the voices of top executives, including the President of Global Health & Sustainability (GH&S) and select Leadership Team members, to position Novartis as a leader in global health. Implement a distinctive editorial and thought leadership strategy that differentiates Novartis from peers while inspiring and engaging internal and external stakeholders. Utilize real-time data to identify trends and anticipate future issues to enable a forward-thinking approach.

About the Role

Your responsibilities include, but not limited to:

- Develop and manage all executive communications within the Global Health team, including the President of GH&S and selected LT members to shape and amplify their voices on relevant topics, positioning them as thought leaders in the industry.
- Develop and support coordination of content generation (written and social), townhalls, speaking engagements and media opportunities to serve overall Global Health and corporate affairs strategy.
- Develop communication plans to effectively convey key messages to internal and external stakeholders; partnering across Corporate Communications to align messaging and positioning of executives.
- Lead the editorial strategy and drive thought leadership approach for Global Health & Sustainability, executing with a strong newsroom mindset to cut through with stakeholders across all internal and external channels – from content for our intranet and other digital tools, to awards and best practice media outlets.
- Develop and place op-eds and other media content to position Novartis as a thought leader in global health arena leveraging the strength of the executive community.
- Drive social media strategy and channel management for Global Health and Sustainability to highlight Novartis's commitment to impact and health equity driven by strong focus on audience data and insights.
- Lead Associate communications for GH associates and wider Novartis community to amplify the work of the Global Health team to inspire and engage associates through compelling and impactful communication strategies.

- Manage website and intranet content to ensure it is reflective of wider GH&S narratives.
- Exemplify a predictive mindset; seek multidirectional insights to understand our environments and stakeholders, and embrace iterative, measurable experimentation and action.
- Utilize and interpret real-time data to inform communication strategies and measure effectiveness.

What you'll bring to the role:

- Bachelor's degree, in Communications, Public Relations, Journalism or related field, advanced degree preferred.
- Proficiency in English required, excellent verbal and written communication skills.
- Significant demonstrated experience gained in communications, with a focus on global health, sustainability or related fields.
- Proven track record in development of editorial strategy and content development.
- Demonstrated experience in executive communications and senior stakeholder management.
- Strong analytical skills with the ability to interpret data and insights to support decision-making.
- Demonstrated ability to build and maintain relationships with media and key stakeholders.
- Effective interpersonal and communication skills, with the ability to collaborate across teams and stakeholders.
- Ability to thrive in a fast-paced, dynamic environment and drive results under tight deadlines.

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>

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Abteilung

Corporate Affairs

Business Unit

CTS

Ort

Schweiz

Website

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Alternative Location 1

Vereinigtes Königreich
Functional Area
Communications & Public Affairs
Job Type
Full time
Employment Type
Regular
Shift Work
No
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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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