

# Manager, Product Brand Comms

Job ID

REQ-10035502

Jan. 20, 2025

Japan

## Zusammenfassung

- This role is to support each franchise with its communications needs as a business partner (BP) through planning and executing communications activities related to strategic brands and new projects/initiatives.
- This role is expected to be well informed of Franchises' strategy and activity through proactive information gathering with relevant parties within Novartis and share information with the Communications team in order to maximize communications opportunities in multiple ways.
- This role should build good relations and communicate with external partners, mainly media in liaison with the media team and patient organizations, to gain trust in, and to enhance reputation of, the company.
- This plays a key role in communicating value for new projects, strategic brands and diseases externally and internally in order to contribute to stakeholders including patients, which will lead to improve/enhance NPKK's presence and reputation as well as associate engagement.

## About the Role

### Major accountabilities:

#### Innovation

- Develop and implement communication strategies for new launches and additional indications to strengthen brand images of NPKK and projects.
- Develop and implement communication strategies to further strengthen Novartis reputation in innovation through new therapeutic platforms/technologies Novartis offers via NIBR and GDD.

#### Trust

- Become a strategic business partner with each franchise and brand team by coming up with creative ideas and implementing brand communication actions in order to contribute to maximizing brands, franchise and corporate values.
- Contribute to disease awareness campaign collaborating with JBT and other groups of Comms & PA.

#### Operational Excellence

- Share information gathered from Franchises with, and execute communications activities in collaboration with groups in Communication and PA Dept. Ensure strategic brands and franchise projects are communicated effectively externally and internally in multiple forms.
- Advocate continuous improvement of quality. Comply with company standards and local regulations
- Ensure adequate reporting of adverse events / technical complaint / compliance issue in accordance with company procedures
- 100% timely delivery of all training requirements including compliance

**Ideal Background :**

- (Mandatory) Over 3 years of service at NPKK.
- (Desirable)
- MR, MSL, clinical trial monitors and other roles that requires communication skills.
- Brand manager, Medical managers and other roles that requires strategic planning skills.
- Working experience in abroad.

## Education:

- (Mandatory) Bachelor degree
- (Desirable) major in communication or pharmaceutical science.
- (Desirable) Master degree in science, communication or business and administration.

## Experience

- Experience working in product communications including involvement in media relations.
- Good understanding of communication
- Experience in crisis management through effective communication channels
- Good written and oral communication skills

## Languages:

Japanese: (Mandatory) Fluency

English: (Mandatory) TOEIC 730

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Abteilung

Corporate Affairs

Business Unit

CTS

Ort

Japan

Website

Toranomon (NPKK Head Office)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Alternative Location 1

Tokyo (NPKK Sales), Japan

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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