

# Comms & Patient Engagement Manager

Job ID

387508BR

Jul 04, 2024

Países Bajos

## Resumen

In this role you'll deliver a critical role in harmonizing both the external engagement strategy and our associate engagement activities to ensure consistency of our messages both to our external stakeholders and our internal team. You will be required to partner across multiple internal and external teams to deliver engaging social media content and support delivery of associate engagement activity.

## About the Role

### Key responsibilities:

- Lead the development and implementation of our social media presence, both on our corporate channels and providing executive support
- Support Novartis country reputation management and targeted corporate brand positioning connected to core disease areas and content priorities
- Support the Novartis Corporate brand and ensure that it is used to create a consistent brand experience at the local level
- Use metric and measurement tools to assess engagement and behavior change and consistently and systematically refine our messaging and presence, and make recommendations to improve our communications programs
- Use the global 'DIY tool kits' to manage and improve internal communications channels, tailoring messages and channels to the different internal target audiences
- Build relationship with senior Business Partners and/or senior Communications colleagues and manage the coordination of internal plans including people manager/ leader engagements; including regularly re-contracting on areas of support and focus
- Ensure deadlines are met, and ensure quality and compliance in communication materials
- Work with the wider C&E team to drive high standards and delivery

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

#### Essential Criteria

- Solid experience with Channel utilization, Creative writing for various channels, Storytelling, media relations, visual communication, audience / stakeholder mapping and segmentation with proven ability to run & measure campaigns successfully.
- Project management experience Be well organised and be able to prioritise and focus on key tasks
- Thrive in a strong business environment with strong communications responsibilities, able to collaborate, work independently, delivering outcomes as a team. You will have a passion for engaging and developing concise, clear messaging that drives engagement and behaviour

- Be digital & tech savvy with excellent knowledge of social media and a desire to develop our presence both externally and internally with project and operational excellence.
- PLEASE ONLY APPLY WITH Fluent in Dutch and Strong English

Desirable Criteria:

- Bachelor Degree / University Diploma or equivalent Operations management and execution, cross cultural experience, project management
- Pharma experience / knowledge of the Dutch Healthcare system

**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>.

**Commitment to Diversity & Inclusion:** The Novartis Group of Companies are Equal Opportunity Employers and take pride in maintaining a diverse environment. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, gender, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential

**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 in order 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.

**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:

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División

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Países Bajos

Sitio  
Amsterdam  
Company / Legal Entity  
NL08 (FCRS = NL008) Novartis Pharma NL  
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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