

Director Global Health Programs, Pipeline & Campaigns

Job ID

REQ-10016849

Ago 19, 2024

Suiza

Resumen

Location: Basel, Switzerland or London, UK The Director, Global Health Programs, Pipeline & Campaigns will lead the development and implementation of a dynamic communications strategy for Novartis's global health initiatives, including key programs in malaria with oversight of Novartis Foundation's communications. Drive awareness, engagement, and business impact across internal and external channels, building strong media relationships, and positioning the company as a leader in addressing critical global health challenges worldwide. Manage reactive communication and issues adeptly while continuously measuring and optimizing effectiveness of all communication to support enterprise strategy and enhance reputation.

About the Role

Your responsibilities include, but not limited to:

- Oversee the end-to-end development and execution of communications strategies for key global health programs including malaria to drive significant business impact.
- Execute campaign-style communications to drive awareness and engagement in key global health program areas.
- Manage communications for the pipeline of global health drugs, including announcements of upcoming drug launches and other key milestones.
- Develop communication strategies with a strong newsroom mindset and editorial strategy 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.
- Support relationships with key internal and external stakeholders to ensure consistency of Global Health programs in all communications and build a long-term relationship with key media in global health space to support proactive communication approach and campaign execution.
- Oversee reactive communications and manage issues related to global health programs and pipeline, ensuring timely and effective responses to media inquiries and emerging issues.
- Oversee the development and execution of a comprehensive communications plan for the Novartis Foundation.
- Stay abreast of key policy issues impacting global health and incorporate this understanding into communications planning.

- Exemplify a predictive mindset; using key insight to drive our strategy and measure progress.
- Develop a deep understanding of key audiences and stakeholder groups to tailor communications effectively.

What you'll bring to the role:

- Bachelor's degree, 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, pharmaceutical communication, or related fields.
- Proven track record in developing and executing successful communication strategies and campaigns for global health initiatives.
- Demonstrated experience in media relations, proactive communications and crisis & issues management.
- Excellent analytical skills with the ability to interpret data and insights to drive decision-making and measure communications strategies.
- Demonstrated ability to build and maintain relationships with media and key stakeholders.
- Exceptional leadership, communication, and stakeholder management abilities.
- Ability to thrive in a fast-paced, dynamic environment and drive results under tight deadlines.
- Consultancy experience is a nice to have.

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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División

Corporate Affairs

Business Unit

CTS

Ubicación

Suiza

Sitio

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Alternative Location 1

Reino Unido
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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