

Corporate Communications Director

Job ID
REQ-10029353
Dic 09, 2024
Reino Unido

Resumen

***CLOSING DATE FOR APPLICATIONS 27TH DECEMBER 2024

Are you ready for a senior leadership role that will shape the communications strategy for Novartis in the UK? As the Corporate Communications Director, you will lead the design and execution of integrated corporate communications, associate engagement and media relations initiatives, aimed at enhancing our company's reputation as a pharmaceutical industry leader. Drive the design and execution of integrated corporate and policy communications, traditional, digital and associate engagement initiatives in support of the organization's corporate reputation and policy objectives in the country. Consistent delivery of data-driven strategies and tactics, including rigorous insights interpretation and ongoing measurement for continuous impact improvement. Ability to execute on budget and on time, including high sense of urgency and curiosity around work as business needs change.

About the Role

Key Responsibilities:

- Lead corporate & policy communications, external media and digital engagement & associate engagement. Develop and implement comprehensive and strategic communications strategy for key audiences to enhance corporate reputation, advocacy, policy efforts, associate engagement and drive business growth
- Build and nurture effective business partnering relationships with stakeholders, evidenced by repeated requests for strategic counsel and communications support
- Role model highly responsive and supportive culture towards business and team by creating safe space to try and learn from ongoing work. Drive speak-up culture where issues, learnings and roadblocks are flagged early and resolved quickly, together.
- High level of data-fluency, ability to consistently improve tactical focus and execution through appropriate insights generation, data interpretation and rigorous, ongoing measurement to deliver desired long-term behaviour change in defined audiences
- Proactively collaborate with Public Affairs, Patient Advocacy, and business colleagues to leverage corporate brand, enhance reputation, advance policy goals, acquire talent, engage associates and establish data-driven corporate communications plans
- Consistent delivery of data-driven strategies and tactics, including rigorous insights interpretation and ongoing measurement for continuous impact improvement. Ability to execute on budget and on time, including high sense of urgency and curiosity around work as business needs change.

- Develop the first external stakeholder map for the UK that integrates corporate reputation and executive communications strategy for country, and actively integrates STEEP landscape assessments and existing or emerging business analyses into stakeholder map
- Responsible to generate insights, segment audiences and develop integrated associate engagement plan for 1000+ person organization, including culture, business, policy and executive content streams

• **Essential Requirements:**

- Higher degree level in relevant subject matter area (communications, policy, patient advocacy, marketing)
- Extensive experience in diversified healthcare communications & policy experience in a matrixed organization, with 5 at a management level
- Brand communications, including Proven track record in crisis and issues management
- Digital communications leadership including social media strategy and implementation
- Experience in corporate communications, IR, media relations, stakeholder relations, policy communications
- Demonstrable data fluency, with significant knowledge of how to generate communications insights, set metrics based on insight and measure Highly evolved strategic thinking skills with proven ability to proactively engage and influence stakeholders at all levels both internal and external
- High sense of personal accountability, agility in executing work, curiosity about opportunities to iterate and improve
- Proactive influencing: Excellent people & communication skills ability to lead cross-functional teams without direct line management

• **Desirable Requirements:**

- Role-models a predictive mindset: seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.
- Bias to action: clear sense of urgency, ability to prioritize evolving stakeholder needs and proactively take action to solve problems

Commitment to Diversity:

We are committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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>

División

Corporate Affairs

Business Unit

CTS

Ubicación

Reino Unido

Sitio

London (The Westworks)

Company / Legal Entity

GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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