

# Senior Communications Manager

Job ID  
REQ-10016001  
Aoû 06, 2024  
Suisse

## Résumé

Location: Basel, Switzerland About the role: We are thrilled to announce an amazing opportunity for the role of Senior Communications Manager! As a key member of our team, you will help develop and execute our communications strategy within one of our four International therapeutic areas. You will play a crucial role in ensuring launch excellence through above-brand and brand activities, all while aligning with our integrated corporate affairs strategy. You will also enable the in-market performance of communication teams across our top 11 international markets. By using real-time insights on key external stakeholders and the external environment, you will support the iterative execution of our strategic plan. Join us and make a difference.

## About the Role

### Key Responsibilities:

- Development and implementation of Therapy Area/product internal and external communications strategy in collaboration with patient advocacy and policy cross functional teams
- Provide strategic brand communications counsel and support for Global Therapeutic Areas teams on pre-launch and growth priority brands.
- Build and maintain collaborative relationships with key functions and partners within International TAs, marketing, medical, value and access.
- Co-creation with Top 3 markets on strategy, execution and measurement
- Implementation of OGSM framework, KPIs and A&I measures to consistently monitor and predict product performance management above country and for Top 11 market, in alignment with Corporate Affairs Strategy and Operations.
- Strategic communications counsel and best practice sharing across Top 11 and Rest of world including, audience and disease insights, measurement and execution learnings.
- Lead the development and execution of content for branded and non-branded communications strategies, patient activation, disease awareness, therapy area narratives, across all media channels including social, to support business objectives to achieve patient and healthcare system impact.
- Manage media strategy, content creation, crisis communications and congress activity.
- Identify and engage key stakeholders, including journalists, influencers and healthcare providers, including development of communication strategies to build and maintain positive relationships

- Stay abreast of key environmental and policy issues impacting the company's ability to operate in International geographies and with consideration of media relations strategy
- Primary point of contact for external communication agencies that partner to support innovation, insights, message testing and best practice sharing across markets
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.

### **Essential Requirements:**

- Degree/university diploma required, preferably in management, legal, business, or finance or equivalent.
- Extensive years of experience in communications preferably with a healthcare and/or pharmaceutical background.
- Ability to influence at a senior level and navigate complexity.
- Management of agency partners and budget management.
- Understanding of diverse policy landscapes.
- Product PR communications, social media strategy and implementation.
- Crisis and issues management.
- Excellent people, written and verbal communication skills.
- Ability to influence at a senior level and navigate complexity.
- Business and organisational awareness, enterprise perspective.

### **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>

### **Commitment to Diversity & Inclusion:**

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

### **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 any order to receive more detailed information about 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.

**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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Division

Corporate Affairs

Business Unit

CTS

Emplacement

Suisse

Site

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

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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