

Manager, Media Relations & channels

Job ID
REQ-10032789
Mar 04, 2025
Cina

Sommario

The role drives and implements the comprehensive media relations strategy to protect and enhance corporate reputation of NVS China. This role is responsible for building and fostering media relationships and serve as the key contacts of media when handling inquiries and issue.

About the Role

Job Responsibilities

- Develop and implement an impactful and comprehensive media strategy, including social media, aligned with the company's vision and priorities.
- Be responsible for content development and newsflow management/tracking, and distributing to targeted media outlets to generate media interest and coverage.
- Oversee media relations and partnerships strategy and implementation, including building and nurturing relationships with media outlets, thought leaders and influencers.
- Responsible for media and landscape analysis and the utilization of analytics and insights to create reports and inform strategy.
- Monitor media coverage to track the company's reputation, industry trends, and competitor activities and provide regular analysis report
- Serve as the central point of contact for above TA/product media inquiries
- Support execution of media campaigns to generate positive media coverage and enhance brand visibility and sentiment
- Manage above TA/product issue and crisis

Education:

- Bachelor degree required

Experience:

- 7+ years of experience in corporate communication or product communication, with healthcare background
- Media relations expertise and understanding of China's social media landscape
- Editorial oversight and project management

Skills:

- Strong writer and content generator
- Excellent oral and written English & Chinese

- Business acumen and understanding of China healthcare industry landscape
- Insights and analytical capabilities
- Strong interpersonal skills and collaborative enterprise mindset with comfort in working in a matrix environment
- Ability to multi-task and manage complex issues into simple effective solutions

*OGSM stands for Objectives, Goals, Strategies, and Measures. It is a strategic planning framework used to define and track measurable goals and actions to achieve an objective.

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Divisione

Corporate Affairs

Business Unit

CTS

Posizione

Cina

Sito

Shanghai (Shanghai)

Company / Legal Entity

CN14 (FCRS = CN014) China Novartis Institutes for BioMedical Research Co., Ltd.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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