

Manager, TA Communications

Job ID
REQ-10032791
Mar 04, 2025
Cina

Sommario

Execution of the communications strategy within one of the four International therapeutic areas, ensuring launch excellence through above brand and priority brand activities aligned with the integrated TA strategy in China.

About the Role

Job Responsibilities

- Implementation of TA/product comms strategy in collaboration with range of teams internally and externally to support business objectives to achieve patient and healthcare system impact
- Drive collaborative relationships with TA MKT, Medical, Value & Access, PA and other functions as well as International TA
- Execution of activities and programs with an understanding of the key audiences and business needs to support pre-launch and growth of priority brands.
- Utilize CA function analytics and insights framework to monitor, track and map performance
- Manage media strategy, newsflow and activities of the relevant TA/product.
- Stay abreast of key environmental and policy issues impacting the company's ability to operate in China, and of broader media relations strategy and implementation.
- Manage TA/product related issue and crisis
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.

Education:

- Degree level

Experience:

- 5+ years' experience in communications preferably with a healthcare or pharmaceutical background.
- Agency partnership and budget management
- Understanding of diverse policy landscapes
- Product PR communications, social media strategy and implementation
- Crisis and issues management

Skills:

- Excellent written and verbal communication skills
- Excellent oral and written English & Chinese

- Excellent people & communication skills
- Ability to navigate complexity
- Business and organizational awareness, enterprise perspective

*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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