

Corporate Communications Lead

Job ID
REQ-10042529
Mar 05, 2025
Turchia

Sommario

In this role you will report to the Country Communications and Patient Advocacy Head. You will primarily be concerned with internal and external communication management which means designing and driving local associate engagement, leadership, and site communications. Additionally, you will also be involved in managing external reputation and corporate brand positioning for Novartis Country as well as traditional and social media channels, you will handle crises and create strategies to bolster reputation and influence the local healthcare landscape.

About the Role

Location: Ataşehir, Istanbul, Turkey #Hybrid

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

Key Responsibilities:

Internal Engagement:

- Develop and implement the market's internal engagement strategy to support local business and culture activation programs, enhancing the adoption of the Inspired, Curious, and Unbossed culture locally.
- Provide expertise in Associate Engagement, manage internal communications channels, tailor messages, counsel senior management in all aspects of internal communications, and use data to shape employee engagement programs.
- Collaborate actively in the regional network for timely information sharing and for handling regional issues, also work with P&O group, Regional, and global to create an internal communication strategy to boost employee engagement.
- Oversee digital assets tracking, monitor adverse events reporting, ensure compliance with regulatory requirements, and manage internal corporate social responsibility and volunteering processes in line with corporate goals.

External Engagement:

- Design sustainability and corporate social responsibility activities that align with Novartis priorities, while managing high-quality work and relationships with partners.
- Actively participate in the regional network to share information and best practices, and manage any region-specific issues.
- Counsel senior management on all aspects of external communications, manage media spokespeople,

and develop key messages around Novartis programs and initiatives.

- Develop and manage all Country media events, manage communication matters related to key products and therapeutic areas, and ensure a clear regional communication strategy is reflected in the Country organization.

Essential Requirements:

- Bachelor's degree from related departments
- Excellent command of both English and Turkish
- Minimum 7 years of experience in Corporate Communications preferably in pharma industry
- Possess resilience, interpersonal skills, digital and tech expertise, business acumen, and show excellence in project and operational management.
- Effective engagement with stakeholders, leaders, and associates

Commitment to Diversity & Inclusion:

Novartis is committed to building an outstanding, inclusive work environment and diverse team's representative of the patients and communities we serve.

Hiring decisions are only based on the qualification for the position, regardless of gender, ethnicity, religion, sexual orientation, age and disability.

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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Divisione

International

Business Unit

CTS

Posizione

Turchia

Sito

Istanbul Ataşehir

Company / Legal Entity

TR01 (FCRS = TR001) Novartis Sağlık, Gıda ve Tarım Ürünleri San. Ve Tic. A.Ş.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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