NOVARTIS

Associate Director, Executive Communications

Job ID
REQ-10032786
Feb 16, 2025
China

Summary

Develop and execute impactful communication strategy for internal and external communication of key Country Spokespersons/Country President and enhance the voice of global executive in the country to build favorable conditions for corporate reputation enhancement and the success of our business.
With a focus on shaping the future environment and using real time data to inform strategies and tactics, model trends and anticipate what's next to support a predictive mindset.

About the Role

Job Responsibilities

- Design and execute an integrated and strategic communication strategy for Country President with an objective to build influence with key internal and external stakeholders, enhance reputation and help drive business impact.
- Collaborate with Public Affairs, Value Access and Patient Advocacy to ensure a holistic view of Country President's strategic Corporate Affairs engagements
- Strategically track and manage requests and maintain an editorial calendar for Country President's Corporate Affairs activities and drive day-to-day planning needs.
- Lead and coordinate content generation for Country President, including key announcement, social media content, written messages, visual content, briefing materials, speeches etc., ensuring consistency and quality of messaging.
- Ensure Country Presidents' engagements are fully aligned with and supportive of local corporate narrative, partnership with Corporate Communications
- Provide coaching, training and feedback to Country President on internal and external engagements, aligning with local context
- Oversight and coordinate media engagements of China LT members to ensure strategic alignment
- Work with global executive communications for ECN's external engagement in China
- Work with Corporate Communications to generate insights-driven strategies and tactics, aligning to and in support of OGSM frameworks.
- Support relationships with external stakeholders such as media, patient groups, influencers etc. and ensure consistency of Novartis brand and market position in all communications.

Essential Requirements:

- Bachelor's degree or above. 12+ years' experiences in diversified communications or public affairs
- Understanding of diverse stakeholder perspectives and industry landscapes
- Proven record of influencing at a senior level and navigate complexity
- Curiosity and understanding of latest communication, advocacy and insights trends and approaches

- Excellent people & communication skills; Business and organizational awareness, enterprise perspective; Excellent written and verbal communication skills; Ability to prioritize and enhance resources; With an outcomes-focused approach, effectively applying insights to guide execution and analytics to understand and improve impact
- Excellent oral and written English and Chinese

*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.

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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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

Division
Corporate Affairs
Business Unit
CTS
Location
China
Site
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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Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.china@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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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