

# Director of Corporate Reputation

Job ID  
REQ-10047762  
Apr 17, 2025  
USA

## Summary

This position will be located at the East Hanover, NJ site and will not have the ability to be located remotely. This position will require about 10% travel as defined by the business (domestic and/ or international). Please note that this role would not provide relocation and only local candidates will be considered.

The Director, Corporate Reputation, will be the driver and guardian of the US business reputation and corporate storytelling. They will shape our corporate position and visibility, connect with key audiences to drive our business priorities, tell our stories, grow our connectivity with target audiences, and enhance our leadership position in the US.

#LI-Hybrid

## About the Role

### Key Responsibilities:

- Owner, developer and oversight of the US corporate, above brand, integrated end-to-end corporate narrative and storytelling strategy/pillars for external audiences, including social media amplification strategy.
- Build high-level corporate messaging around key business narrative pillars with 360 communications framework.
- Infuse new creative and storytelling elements into US corporate affairs.
- Build predictive functionality to storytelling for the US and create content that shapes the environment and connects business with key stakeholders to meet business goals and ambitions.
- Analyze and build outputs based on key audience and landscape insights and analysis.
- Work collaboratively with US media relations team to provide media support.
- Serve as trusted business partner and communications strategy counselor to senior leaders.
- Utilize analytics and insights to inform strategy and report outcomes.
- Stay ahead of curve on corporate storytelling trends and industry foresight on direction to own stories and the places to be; advise senior leaders on reputational advantages and business drivers.
- Build and maintain collaborative relationships with key US functions, US communications partners, public affairs teams, and global corporate affairs colleagues.
- Monitor and evaluate performance to achieve and maintain best-in-class outcomes, while being fully compliant.
- Effectively manage budget and maximize agency ROI.

### Essential Requirements:

- Bachelor's degree required, advanced degree a plus
- 10+ years of experience in corporate communications, corporate storytelling, or related discipline, with healthcare and/or pharmaceutical background and/or translatable consumer background
- Strong storytelling and content creation background
- Proven ability to bring forward creative solutions and new storytelling angles to bring fresh visibility and connectivity to heighten corporate reputation
- Reputation and issues management
- Strong media relations expertise and media relationship management
- Development and implementation of integrated communications plans and content
- Influencing at a high senior level and navigating complexity

#### **Desirable Requirements:**

- Editorial oversight and project management
- Good understanding of social media strategy and content development
- Management of agency partners and budget

**Novartis Compensation and Benefit Summary:** The pay range for this position at commencement of employment is expected to be between: \$152,600.00 and \$283,400.00 / year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills, and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

Company will not sponsor visas for this position.

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

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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>

#### **EEO Statement:**

The Novartis Group of Companies are Equal Opportunity Employers. We do not discriminate in recruitment,

hiring, training, promotion or other employment practices for reasons of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status.

### **Accessibility & Reasonable Accommodations**

The Novartis Group of Companies are 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 application process, or to perform the essential functions of a position, please send an e-mail to [us.reasonableaccommodations@novartis.com](mailto:us.reasonableaccommodations@novartis.com) or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Division

Corporate Affairs

Business Unit

Universal Hierarchy Node

Location

USA

State

New Jersey

Site

East Hanover

Company / Legal Entity

U061 (FCRS = US002) Novartis Services, Inc.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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