

Manager, Product Brand Comms

Job ID
REQ-10035502
Apr 22, 2025
Japan

Summary

Manager, TA Communications builds communication strategy with TA communication group manager and executes high impact communications tactics for Japan. Also supports the Patient Advocacy strategy by planning together effective communication and PR initiatives and executing them in hand in hand with Patient Advocacy team.

About the Role

Major accountabilities:

- Build launch and pre-launch, early-stage product's communication strategy of the responsible TA area to shape the environment for business success, improve patient access through media and various communication plans.
- Execution of external communications tactics based on deep understanding of market dynamics, communications trends, and audience insights
- Engage & integrate functional expertise including media relations, digital marketing, executive communications opportunity, patient & issues advocacy, and market & audience analytics to support key Brand and Therapeutic Area programs & activities
- Support relationships with key external stakeholders and influencers to foster a positive and transparent image for the Brand and Company
- Lead collaborative work with cross-functional business teams
- Issues management execution of the responsible TA
- Lead development of ongoing reporting demonstrating impact against business objectives
- Deliver executional excellence, while being fully consistent with the evolving legal, regulatory and compliance environment
- Work effectively and efficiently with public relations agencies
- Use analytics and insights to inform strategy and report outcomes.
- Monitor and evaluate performance to achieve and maintain best-in-class outcomes, while being fully compliant.

- Effectively manage budget and maximize agency ROI.
- Lead and maintain stakeholder mapping efforts across the country and ensure strategic management of relationships between media and audience are in line with business objectives.
- Collaboration within Corporate communications team for key milestones.
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.
- Implementation of Objectives/Goals/Strategies/Measures framework, KPIs and Analytic&Insight measures to consistently monitor and predict and conduct performance management in alignment with International CA Strategy and Japan business objectives.

Education:

Bachelor's degree or above

Experience:

5+ years of experience in communications, public affairs, media relations or related | Critical thinking skills and collaborative mindset | Aptitude for analyzing audience & market data to inform communication thinking | Storytelling, writing and presentation skills | Strong project management skills | Ability to collaborate across diverse set of matrixed cross-functional partners and leaders | Ability to operate successfully in a highly ambiguous environment; be able to prioritize and maximize time and resources | Social media strategy and implementation within close partnership with businesses. | Media relations, stakeholder relations, | Management of agency partners and budget | Event management

Skills:

Excellent written and verbal communication skills including narrative writing, content development. | Excellent business level Japanese in speaking and writing, strong business level English. | Excellent people & communication skills | Business and organizational awareness, enterprise perspective. | Creativity related to content and experience-building. | Strong interpersonal skills with ability to effectively interact with, counsel and coach P&O leadership. | Strong business acumen, analytical and critical thinking | Team approach + individual working style | Collaborative enterprise mindset with comfort in working in a matrix environment. | Ability to multi-task and manage complex issues into simple effective solutions.

| Understanding of healthcare industry landscape and culture trends | Provide direction and removing obstacles to get work done. | Ability to prioritize & maximize resources. | Crisis & agency management | Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.

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Division

Corporate Affairs

Business Unit

Universal Hierarchy Node

Location

Japan

Site

Toranomon (NPKK Head Office)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

Alternative Location 1

Tokyo (NPKK Sales), Japan

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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