

# Director, Corporate Communications, China

Job ID

REQ-10033209

Mar 04, 2025

China

## Summary

This role leads the design and execution of the integrated corporate communication strategy to protect and enhance our corporate reputation. Providing strategic communication direction to country leadership and business partners, this role will take a data-driven predictive approach to our environment and the views and needs of both internal and external stakeholders. This role will strategically drive communication initiatives for our cultural transformation and corporate reputation to serve our ambition for business growth and to build trust with the society.

## About the Role

### Job Responsibilities

- Develop and implement a strategic corporate communication plan that ensure relevance of Novartis narrative in China to enhance corporate reputation, increase employee engagement and help drive business growth
- Operate in service of a fully integrated team, continuously leveraging collaboration across functions and promoting an accountable, agile and iterative mindset
- Be an indispensable partner to the business and country leadership by providing strategic communication consulting related to corporate communication
- Lead stakeholder mapping and engagement for Novartis China
- Leverage data frameworks to generate insights that inform strategy and tactical decision making
- Design and implement corporate image enhancement campaign in the country, partnering with Global Corporate Marketing
- Drive and create integrated communications materials for both internal and external audiences
- Partner with Executive Communication for Country President's positioning and engagements
- Represent Novartis China in external forums and media opportunities to elevate the company's voice
- Build and nurture relationships with media outlets, thought leaders, influencers and other relevant stakeholders
- Partner across the local Corporate Affairs team to effectively and coherently manage online presence.
- Manage budgets and resources to optimize the impact of corporate communications efforts.
- Manage above TA/product issue and crisis

### Essential Requirements:

- Bachelor degree and above; 12+ years diversified communications in MNC companies
- Leadership & influencing
- Corporate & product communications, media relations, social media strategy and implementation
- Internal communication and change communication

- Crisis and issues management
- Deep working knowledge of the media and industry landscape
- High level strategic partnering skills with proven ability to engage and influence stakeholders both internal and external
- Manage complexity in big and matrix organization
- Executive presence; Proven ability to cultivate high performing teams; Ability to prioritize & maximize resources; Excellent people & communication skills; Crisis management; Business and organizational awareness, enterprise perspective; Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.
- 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.

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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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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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