

# Associate Director, President Communications

Job ID

REQ-10047356

Apr 15, 2025

USA

## Summary

Lead and drive the design and execution of integrated executive communications initiatives in support of the organization's corporate reputation and policy objectives in the Region LACan (Latin America and Canada). Providing strategic direction to the President of the LACan Region and the regional Leadership Team, seamlessly connected with country communicators.

This role will deliver a regional executive communications strategy by leveraging data & analytics for data modeling of the external environment and to predict stakeholder views, needs and behaviours. Reporting to the Communications and Patient Advocacy Head of Region LACan, this role will amplify and convey complex policy and advocacy issues to diverse LACan audiences through the voices of our leading executives. The role requires building a strong partnership with Patient Advocacy Public Affairs, Value & Access and other x-functional partners.

This role is required to be in East Hanover, NJ 3x/week. Please only apply if this applies to you.

## About the Role

### Key Responsibilities:

- Develop and implement a comprehensive and strategic executive communications strategy to help deliver strengthened corporate reputation, enhance our advocacy and policy efforts, and drive business growth within LACan
- In partnership with A&I, generate insights, data and analytics to anticipate trends and shape our strategies at the regional level
- Reporting to the Communications and Patient Advocacy Head for Region LACan, collaborate closely with the network of President Communications / Corporate Communications leads across global and other regions to leverage key executive voices to amplify our corporate brand to enhance our reputation above country, advance our policy goals and set the tone for our culture for European leaders
- Build awareness and understanding of latest communications channels/trends and opportunities to utilize communications and patient advocacy to contribute to the achievement of business goals and objectives and support execution of work
- Cross-functionally embedded, provide guidance and recommendations in a programmatic approach to LACan President for executive positioning towards internal and external audiences
- Oversee the creation of any integrated communications materials for executive visibility purposes at the regional level and directed at European external or internal stakeholders. Coordinate content generation, speaking engagements and media opportunities to serve the overall corporate strategy
- Support relationships with key internal and external stakeholders such as media, patient groups,

- politicians, etc. and ensure consistency of Novartis brand and market position in all communications
- Partner with priority markets within the region to ensure consistency of messaging and coordinated execution
- Stay abreast of key environmental and policy issues impacting the company's ability to operate in the region, and of broader media relations strategy and implementation
- Implementation of relevant Corporate Affairs guidance pertaining to governance and processes

#### **Key performance indicators:**

- Ability to design an impactful executive communications strategy at regional level which defies established practices and breaks category norms
- Success rate in achieving defined Communications and organizational goals outcomes in the region as defined utilizing the CA function planning (OGSM) and A&I framework
- Maintain or increase associate engagement scores across region leaders and regional organization
- Grow influence and thought leadership across social channels (e.g. LinkedIn), and via additional priority audio-visual events
- Compelling storytelling of the Novartis brand above country and across priority markets in the region
- Strengthened partnerships with relevant European media outlets, thought leaders and influencers to reinforce our reputation and trust
- Build productive relationships with internal stakeholders leading to efficiencies and high impact
- Early identification, management, and resolution of critical issues.
- Embrace failure as a learning experience and a foundation for future success

#### **Minimum Requirements:**

- Bachelors Degree
- 10+ years of experience in communications preferably with a healthcare and/or pharmaceutical background.
- Ability to influence at a senior level and navigate complexity.
- Management of agency partners and budget management
- Understanding of diverse policy landscapes
- Product PR communications, social media strategy and implementation
- Crisis and issues management

#### **Skills:**

- English
- Spanish highly recommended, Portuguese nice to have
- Excellent written and verbal communication skills
- 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

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**Novartis Compensation and Benefit Summary:** The pay range for this position at commencement of employment is expected to be between \$119,700 - \$222,300 / 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.

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