

Corporate Communications Manager

Job ID
REQ-10028799

11月 21, 2024

United Kingdom

摘要

*****CLOSING DATE FOR APPLICATIONS IS FRIDAY 13TH DECEMBER 2024**

Join us as Manager, Corporate Communications at Novartis and make a meaningful impact on our corporate reputation, associate engagement and policy objectives in the UK. Collaborate with media partners, identify partnership opportunities, and drive activations to engage our 1000+ person organization. Leverage data and analytics to shape a data-driven strategy, anticipate stakeholders' needs, and drive excellence in how we speak to our key audiences. Don't miss out on this chance to make a significant impact in the world of corporate communications.

About the Role

Key Responsibilities:

- Corporate Strategic Positioning: Supports in the design and implementation of corporate positioning strategy across our internal and external channels

- Accountable for driving internal collaboration and alignment with TA Comms to build coherent internal and external communications plans supportive of disease categories and corporate reputation

- Develops and updates local narrative, creates innovative communication tools and builds storytelling to align local internal and external messaging.

- Provides strategic guidance to stakeholders on effective messaging, content creation, and dissemination methods.

- Accountable for developing and executing digital communication strategies to reach internal and external target audiences effectively including driving robust insights generation and leading best practice measurement implementation

- Data Analysis and Intelligence: Collect and analyse communication data, including customer feedback, market trends, and competitor insights.

- AI Integration: Explore and implement AI technologies to enhance communication strategies and processes.

- Essential Requirements:
 - Advanced degree in communications, marketing, data science, or a related field.

 - Proven experience in Digital Marketing and/or Communications within the healthcare industry and/or healthcare ecosystem, strategic planning and media relations.

 - Familiarity with regulatory guidelines within the science and pharmaceutical sector.

- Proven experience in data analysis, preferably within the science or pharmaceutical industry context.
- Ability to stay focused on priorities, high personal accountability, agile to evolving needs and curious about ways to iterate and improve our work
- Skilled in creating integrated communication plans that leverage a mix of media types to achieve desired outcomes and drive engagement, brand awareness and organizational impact
- Proven ability to collaborate with cross functional teams and senior executives to align communications strategies with organizational goals
- Outstanding written and verbal communication skills, with the ability to present findings and recommendations clearly.

• Desirable Requirements:

- Proven comfort with technology and rigorous process
- Role-models a predictive mindset: seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.

Commitment to Diversity:

We are committed to building an outstanding, inclusive work environment and diverse teams ' representative of the patients and communities we serve.

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

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>

部门
Corporate Affairs

Business Unit
CTS

地点
United Kingdom

站点
London (The Westworks)

Company / Legal Entity
GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area
Communications & Public Affairs

Job Type
Full time

Employment Type
Regular

Shift Work

No

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