

## Director, Corporate Communications, China

Job ID  
REQ-10033209

3月 04, 2025

China

### 摘要

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.

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  
China

站点  
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

[Apply to Job](#)

## Accessibility and accommodation

Novartis is 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 recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.china@novartis.com](mailto:diversityandincl.china@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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



Job ID  
REQ-10033209

Director, Corporate Communications, China

[Apply to Job](#)

---

Source URL:

<https://prod1.novartis.com.cn/careers/career-search/job/details/req-10033209-director-corporate-communications-china>

List of links present in page

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10033209>
5. <mailto:diversityandincl.china@novartis.com>
6. <https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10033209>