NOVARTIS

# Executive Director, Global Corporate Communications Strategy & Enablement

Job ID
REQ-10090197

十一月 02, 2026

Switzerland

## 摘要

Job Title: Executive Director, Global Corporate Communications Strategy & Enablement

#LI-Hybrid
Location: Basel, Switzerland

Relocation Support: This role is based in Basel, Switzerland. Novartis is unable to offer relocation support: please only apply if accessible.

What if you could shape how Novartis is understood, trusted and discovered by stakeholders around the world? As Executive Director, Global Corporate Communications Strategy & Enablement, you will help set the strategic direction for global Corporate Communications, turning enterprise and reputation priorities into focused, measurable action. You will also lead a team of experts to enable all communications teams across Novartis, from corporate to commercial, activating editorial strategy and planning, Generative Engine Optimization and measurement, harnessing artificial intelligence and real-time insights to strengthen our corporate reputation and drive meaningful stakeholder and

business impact.

## About the Role

## Key Responsibilities

- Shape and execute the global Corporate Communications strategy, translating enterprise priorities into focused, measurable communications plans.
- Lead integrated editorial planning across all communications teams to deliver consistent, compelling narratives across corporate channels and priority audiences.
- Advance Generative Engine Optimization to strengthen how Novartis content appears in artificial intelligence-driven discovery environments.
- Build a data-driven approach to reputation measurement, connecting communications performance with stakeholder and business impact.
- Use real-time insights and emerging trends to inform communications priorities, decisions and resource allocation.
- Partner across Corporate Affairs and the wider organization to align communications strategies with enterprise priorities.
- Establish clear frameworks, tools and ways of working that strengthen communications effectiveness and operational excellence.
- Identify opportunities to innovate through artificial intelligence, technology, data and evolving digital capabilities.
- Provide strategic counsel to senior stakeholders, bringing external perspectives and insights to complex communications opportunities.
- Lead, develop and inspire the Communications Strategy & Enablement team, building capability, collaboration and high performance.

## Essential Requirements

- Bachelor ' s degree in communications, journalism, business, marketing, public affairs, political science or a related field.
- Significant senior-level experience across corporate communications, corporate affairs, strategy, reputation management, public affairs or related fields.
- Proven experience leading teams, developing and implementing communications strategies within complex, matrixed, global organizations.
- Strong expertise in reputation management, stakeholder engagement, corporate narrative, executive communications and integrated communications planning.
- Experience leading strategic planning, operating model design, prioritization, measurement or transformation initiatives.
- Understanding of emerging trends in artificial intelligence-driven discovery, generative search, digital reputation and stakeholder influence.
- Demonstrated ability to develop measurement frameworks and use insights to strengthen decisions, priorities and communications effectiveness.
- Strong people leadership experience, including leading multidisciplinary teams and partnering effectively with senior executives.

## Desirable Requirements

- Advanced degree, such as a Master of Business Administration, master ' s in communications, public policy or a related discipline.

Benefits & Rewards

At Novartis, we ' re committed to reimagining medicine together - and rewarding the people who make it happen.

Expected Annual Base Salary Range: 159,600.00 CHF to 296,400.00 CHF Annual

The base salary offered is determined based on gender-neutral objectives, such as relevant skills, competencies and experience in accordance with the Novartis pay setting policy and upon joining Novartis will be reviewed periodically.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters.

The rewards of being part of our team go far beyond base pay and incentives. We also offer a variety of competitive benefits in kind to help you thrive personally and professionally, such as insurance plans, retirement plans, wellbeing resources and global recognition programs. In addition, we provide flexible and hybrid working options, where possible, and minimum 14 weeks paid parental leave.

In addition to your base salary, you may be eligible for a performance-based bonus depending on certain performance parameters. Long-term equity awards granted at group level may also be part of your package. Further details will be provided during the application process.

Pay equity is a fundamental principle of our employment policy and reflects our commitment to create a diverse, equitable and inclusive environment that treats all employees with dignity and respect, as outlined in our Code of Ethics.

Read our brochure to learn more about our global total rewards offering:

https://www.novartis.com/sites/novartiscom/files/novartis-life-handbook.pdf

## Commitment to Diversity and Inclusion / EEO paragraph

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

*Note: Benefits and compensation may vary by country and are subject to local legal requirements, including provisions of collective bargaining agreements where applicable. A full overview of your compensation package, including any relevant collective bargaining agreement details applicable to your role based on your employment location and Novartis employer entity, will be communicated separately to you during the application process.*

Switzerland Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to receive more detailed information about the essential functions of a position, please send an e-mail to diversity.inclusionch@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Barrierefreiheit und Zug ä nglichkeit

Wenn Sie aufgrund einer Erkrankung oder Behinderung spezielle Unterst ü tzung w ä hrend des Rekrutierungsprozesses brauchen und/oder deswegen detailliertere Informationen ü ber die wesentlichen Funktionen einer Stelle ben ö tigen, senden Sie bitte eine E-Mail an diversity.inclusionch@novartis.com und teilen Sie uns die Art Ihres Anliegens und Ihre Kontaktinformationen mit. Bitte vergessen Sie nicht, dabei die Referenznummer der Stellenausschreibung anzugeben.

**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

**Benefits and Rewards:** Learn about all the ways we'll help you thrive personally and professionally. Read our handbook (PDF 30 MB)

Primary location salary range
CHF159,600.00 - CHF296,400.00

部门
Corporate Affairs

Business Unit
Communications

地点
Switzerland

站点
Basel (City)

Company / Legal Entity
C028 (FCRS = CH028) Novartis Pharma AG

Functional Area
Communications & Public Affairs

Job Type
Full time

Employment Type
Regular

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6ae8f576ed746472771377", provider: { widgetId: "10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop: false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:

kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if (kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if (kPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", // Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default: alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable: true }; } if (kPlayer.plugins["preventSeek"]) { config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; } config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if (kPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; } if (kPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if (kPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if (kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if (kPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {}; config.plugins.googleTagManager.customEventsTracking = {}; config.plugins.googleTagManager.containerId = 'GTM-57RJQ5'; config.plugins.googleTagManager.customEventsTracking.custom = []; config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents: false, playlistEvents: false, castEvents: false } }; }

// Ensure the global player registry array always exists, regardless of embed type. window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise = thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to capture the player directly. thumbEmbedPromise .then(function(player) { window.kalturaPlayerVideos.push(player); // Notify kaltura datalayer.js that a new player is ready so it can // attach custom event listeners immediately, regardless of when // the user clicked the thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', { detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) { console.error(e.message) }

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