

Corporate Communications Manager

Job ID
REQ-10028799
Nov 21, 2024
United Kingdom

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.

Role Requirements

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>

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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>

Division

Corporate Affairs

Business Unit

CTS

Location

United Kingdom

Site

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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