

Executive Director, US Corporate Communication

Job ID
393363BR
Mai 02, 2024
USA

Summary

Onite: Location: East Hanover, New Jersey
Hybrid
#LI-Hybrid

The Executive Director, US Corporate Communications will lead the development and implementation of Novartis' US corporate communications strategy to proactively shape the company's reputation in the US. As a member of the US Communications and Patient Advocacy leadership team, this leader will help drive an evolution of the function, embedding a data and insights-driven approach to enhance our impact and shape the environment in which we operate.

About the Role

Your Key Responsibilities:

- Engage and build relationships with key financial, pharma industry, policy, healthcare professional- and patient-focused trade media outlets. Expand current relationships to include new targets/channels.
- Anticipate and manage risks to Novartis reputation, working closely with US leadership and global Corporate Affairs counterparts to horizon scan, develop proactive mitigation plans and ensure effective stakeholder engagement.
- Partner with Corporate Marketing to drive embed corporate branding internally and drive brand awareness externally in the US.
- Partner with US Social Impact team to support media outreach and US stakeholder pull-through for signature programs in the US, including Beacon of Hope.
- Partner closely with the US executive communications team, mobilize US leadership voices to raise awareness of and advance Novartis business and reputation priorities both internally and externally.
- Drive culture activation with employees to support talent retention and business performance, working in partnership with People & Organization functional leads.
- Implement new internal communications approaches to effectively engage employees on business strategy and performance, and to ensure broad reach including field-based employees.
- As a member of the US Communications and Advocacy leadership team, identify and advance opportunities to enhance team culture and functional excellence, including embedding Corporate Affairs new ways of working across the department.
- Manage external agencies, ensuring accountability for impact and delivery to budget
- Expected travel: 10-20% travel – US and/or international.

Video Link

- <https://www.youtube.com/watch?v=ggbnzRY9z8w>

Role Requirements:

Essential Requirements:

- Bachelor's degree and 15+ years of experience working in pharmaceutical, biotech, healthcare, medical devices or advocacy agency industry.
- Highly experienced in managing and mitigating crises.
- Experience working with the media as a company spokesperson.
- Ability to cultivate high-performing teams, setting a vision and leading through change.
- Demonstrated track record of cross-functional collaboration.
- Executive presence and influence.
- Ability to prioritize & maximize resources.
- Strong analytical skills and an ability to generate insights and develop relevant action plans.
- Agility and curiosity; comfortable with challenging current thinking, continually seeking and learning from new external and internal perspectives.

Desirable Requirements:

- Experience establishing and embedding corporate branding guidance and social media strategy.
- Experience in policy communications.

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: Read our handbook to learn about all the ways we'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

Commitment to Diversity & Inclusion: The Novartis Group of Companies are Equal Opportunity Employers and take pride in maintaining a diverse environment. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, gender, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential.

Novartis Compensation and Benefit Summary: The pay range for this position at commencement of employment is expected to be between \$201,600-\$302,400/year; *however, while salary ranges are effective from 1/1/24 through 12/31/24, 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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Division

Corporate Affairs

Business Unit

CTS

Standort

USA

Site

East Hanover

Company / Legal Entity

U061 (FCRS = US002) Novartis Services, Inc.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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EEO Statement :

Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.

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Major Accountabilities ~ Steigern Sie Ihr wettbewerbsfähiges Umsatzwachstum ~ Identifizierung und Priorisierung von Kunden mit hohem Potenzial durch Datenanalyse (HCPs und Stakeholder), die Verschreibungsentscheidungen beeinflussen ~ Steigern Sie die Vertriebsleistung durch die geschickte Orchestrierung positiver Kundenerlebnisse ~ Engagieren und Beziehungen aufbauen ~ Führen Sie wertorientierte Gespräche (persönlich und virtuell), um kritische Kundenherausforderungen, Entscheidungstreiber, Schwachstellen und Chancen zu verstehen ~ Personalisieren und orchestrieren Sie Customer Engagement Journeys für HCPs,

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