

Director, US Strategy & Executive Communications

Job ID
REQ-10009692
Juli 19, 2024
USA

Summary

Location: East Hanover, NJ (Hybrid)
#LI-Hybrid

About the role: Connect the US business strategy to internal and external audiences through US Novartis executive visibility and partnering to power enterprise mindset and goals, drive business goals, and ultimately improve patient outcomes.

About the Role

Your Key Responsibilities:

- Owner, developer and executor of our US business strategy narrative, including end-to-end strategy and 360-degree communications planning to connect US business strategy to internal and external stakeholders.
- Shape the industry landscape and elevate the US Novartis corporate narrative and reputation moments through our top US leader voices. Serve as trusted business partner and communications strategy counselor to key US leaders, specifically the commercial and medical affairs organizations.
- Identify and build visibility opportunities/stages and white spaces to support our business strategy narrative and for our top US leaders.
- Generate social media strategies and execute for key US leaders to amplify our US business strategy narrative.
- Utilize analytics and insights to inform strategy and report outcomes.
- Anticipate and shape environment to manage risk to Novartis reputation; advise business partners and leadership with specific predictive activities or strategies.
- Stay ahead of the curve on industry trends, news and key issues, and provide recommendations for areas for our top leaders to engage or to prepare strategic messaging.
- Point person with key executives for external speaking and media opportunities, including media readiness and preparation in liaison with the Novartis media team.
- Play collaborative role, including providing counsel to Associate Directors, within the Executive Communications team to support all-hands on deck activities, such as town halls, leader meetings, organizational change communications.
- Build and maintain collaborative relationships with key US functions, US communications partners, public affairs teams, and global corporate affairs and executive communications/CEO office colleagues. Supporting role to US President communications with Executive Director, Executive Comms.
- Monitor and evaluate performance to achieve and maintain best-in-class outcomes, while being fully compliant.

- Effectively manage budget and maximize agency ROI.

Role Requirements

- BA/BS required, advanced degree a plus
- 15+ years of experience in executive communications or related discipline, with a healthcare and/or pharmaceutical background
- External communications strategy and implementation with media relations background
- Excellent written and verbal communication skills (including narrative writing, content development), along with strong interpersonal skills with demonstrated ability to interact, counsel, coach and build trusting relationships with, and provide strategic counsel to most senior level company leadership team executives; ability to influence at a senior level and navigate complexity
- Supported and raised visibility of key company executives through visibility strategies and business strategy communications, including social media
- Development and implementation of integrated communications plans and projects against business objectives and priorities; social media strategy and content creation
- Created impactful narrative and content to elevate and connect business strategy
- Agency partner and budget management capabilities
- Led organization and implementation of corporate events, including town halls and leader meetings
- Played critical role in leading organizational change management communications
- Strong business acumen, analytical and critical thinking
- Collaborative enterprise mindset with comfort in working in a matrix environment; ability to operate within a dynamic and ambiguous environment
- Ability to multi-task and manage complex issues into simple effective solutions
- Understanding of US healthcare industry landscape

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

Novartis Compensation and Benefit Summary: The pay range for this position at commencement of employment is expected to be between \$174,400.00 and \$261,600.00 / 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.

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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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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