

# Manager, R&D Communications and Engagement

Job ID  
REQ-10011368  
Juli 19, 2024  
USA

## Summary

Location: Cambridge, MA (Hybrid)  
#LI-Hybrid

About the role: As Manager, R&D Communications and Engagement at Novartis you will play a critical role in a wide range of communications strategies related to our R&D efforts. You will work across the R&D Communications team and support areas such content creation, social and traditional media, internal communications, channel management and pipeline communications.

## About the Role

### Your Key Responsibilities:

- Assist in the development and execution of strategies to showcase Novartis R&D efforts and achievements.
- Collaborate across the R&D Communications team and contribute to work in areas of content creation, social and traditional media, internal communications, channel management, pipeline communications and issues management.
- Develop a wide range of content to support R&D activities including speaking points, presentations, creative content, narratives, Q&A documents, etc.
- Bolster our internal and external channels via effective analytics, audience insights, and production of creative elements and content.
- Assist in building a strong understanding of key audiences and stakeholders to ensure communication strategies are relevant and impactful.
- Support R&D communications initiatives globally and team activities and organization including tracking progress against OGSM framework, managing engagement /editorial calendar, developing team meeting agendas and learning initiatives, and document/materials management.
- Prepare key leaders and associates for engagement in communications activities and support them in becoming R&D ambassadors.
- Explore and encourage adoption of new platforms, systems, and tools for crafting content nimbly and more effectively reaching our audiences.
- Drive innovative ways to communications efforts by closely tracking best and emerging practices within and beyond our industry.
- Exemplify a predictive approach seeking multidirectional insights to understand our environments and stakeholders, and embrace iterative, measurable experimentation and action.
- Effectively track and measure programs and initiatives to inform decision-making and ensure impact and progress against our goals.

## Role Requirements

- Bachelor's degree required; subject area in communications, Public Relations, Journalism, or related field preferred.
- 5+ years in communications role with a focus on R&D, social media/channel management, content production, media relations, internal communications, or related fields.
- Demonstrated ability to contribute to the development and implementation of successful communication strategies.
- Strong understanding of our industry and specifically R&D.
- Excellent analytical skills with the ability to interpret data and insights to drive decision-making.
- Exceptional communication, and stakeholder management abilities
- Scientific understanding or curiosity
- Strong editing and proofreading skills with keen attention to detail
- Excellent organizational and planning skills
- Superior project management and time management skills
- Creative storytelling and content development
- Data fluent with deep experience in audience insights, analytics and channel strategy
- Strong knowledge and understanding of current trends in digital media/social media
- Excellent written and verbal communication skills
- Excellent people and collaboration skills
- Business and organizational awareness, enterprise perspective.
- Ability to navigate complexity, thrive in a fast-paced, dynamic environment and get results under tight deadlines.

**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 \$102,400.00 and \$153,600.00 / 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

Cambridge (USA)

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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<https://talentnetwork.novartis.com/network>

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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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