

# Director, Other Radiosensitive Tumors & Rare Disease Communications

Job ID  
REQ-10015277  
Juli 19, 2024  
USA

## Summary

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

About the role: The Director, Other Radiosensitive Tumors & Rare Disease Communications leads development and execution of high impact communications strategies for oncology and hematology brands in the United States.

## About the Role

### Your Key Responsibilities:

- Lead and build integrated communications strategy based on deep understanding of market dynamics, communications trends, and audience insights
- Serve as an integral and well-informed partner to cross-functional business teams to identify when and where Communications can drive the greatest impact in support of Brand and Therapeutic Area strategy
- Engage & integrate functional expertise including media relations, digital marketing, internal & executive communications, patient & issues advocacy, and market & audience analytics to drive execution of key Brand and Therapeutic Area programs & activities
- Anticipate and manage risk to Novartis and Brand reputation; advise management of reputational risk associated with specific activities
- Counsel senior management on external and internal communications to help position Novartis as a leader within the therapeutic area
- Build, monitor and evaluate the function's performance to achieve and maintain best-in-class outcomes, while being fully consistent with the evolving legal, regulatory and compliance environment
- Maximize ROI for communications budget and public relations agency

## Role Requirements

### Essential Requirements:

- Bachelor's degree is required; degree subject area in Communication, PR, Marketing or related a plus.
- 10+ years of experience in communications; prior experience in oncology brand communications disciplines strongly preferred
- Management of agency partners and budget
- Crisis and issues management

- Strong strategic and critical thinking skills and collaborative mindset
- Ability to effectively analyze audience and market data to inform strategic communication thinking
- Ability to understand and predict the impact of communications strategies on organizational goals
- Excellent communications abilities including storytelling, writing and presentation skills
- Expertise in managing and implementing integrated (multi-audience, multi-channel) communication plans, campaigns and projects against business objectives and priorities, and measure effectiveness of efforts
- Ability to multi-task and manage complex issues into simple effective solutions; prioritization skills and ability to maximize time and resources
- Leadership within a matrixed organization environment - ability to lead across diverse set of matrixed cross-functional partners and leaders, along with the ability to influence and adapt within a dynamic and ambiguous environment

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

## **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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