

# Director, US Reputation & Corporate Storytelling

Job ID  
REQ-10009871  
Aug 01, 2024  
USA

## Summary

Location: East Hanover, NJ, Cambridge, MA or Washington, DC (Hybrid)  
#LI-Hybrid

About the role: Driver and guardian of the US business reputation and corporate storytelling by shaping our corporate position and visibility with creative content and connecting with key audiences to drive our business priorities, tell our stories, grow our connectivity with target audiences, and increase our leadership position in the US.

## About the Role

### Your Key Responsibilities:

- Owner, developer and oversight of the US corporate, above brand, integrated, end-to-end corporate narrative and storytelling strategy/pillars for external and internal audience, including social media amplification strategy.
- Manage US Reputation and Corporate Storytelling team, set corporate editorial, drive above-brand communications strategy, lead corporate content development and corporate social media.
- Build high-level corporate messaging around key business narrative pillars with 360 communications framework.
- Identify, editorialize and create the content that will be shared on the US corporate intranet and internet channels.
- Infuse new creative and storytelling elements into US corporate affairs to engage target audiences.
- Build predictive functionality to storytelling for the US and create content that shapes the environment and connects business with key stakeholders to meet business goals and ambitions.
- Analyze and build outputs based on key audience and landscape insights and analysis.
- Work collaboratively with US media relations team to provide media support and media and presentation training/preparation for key spokespeople.
- Serve as trusted business partner and communications strategy counselor to senior leaders. Build and maintain collaborative relationships with key US functions, US communications partners, public affairs teams, and global corporate affairs colleagues.
- Utilize analytics and insights to inform strategy and report outcomes.
- Stay ahead of curve on corporate storytelling trends and industry foresight; advise senior leaders on reputational advantages and business drivers.
- Serve as approved media specialist and build media relationships on behalf of Novartis.
- 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 corporate communications, corporate storytelling, or related discipline, with healthcare and/or pharmaceutical background and/or translatable consumer background
- Strong storytelling and content creation background
- Proven ability to bring forward creative solutions and new storytelling angles to bring fresh visibility and connectivity to heighten corporate reputation and storytelling
- Strong media relations expertise and media relationship management
- Development and implementation of integrated communications plans and content; social media strategy and content development
- Editorial oversight and project management; management of agency partners and budget
- Stellar media relations and social media relationships, understanding and execution
- Creative insights and implementation; strong writing and creative content creator
- Business acumen and understanding of US healthcare industry landscape
- Critical thinking and predictive mindset
- Ability to effectively influence, interact with, counsel and coach top US leadership, while navigating complexity
- Collaborative enterprise mindset with comfort in operating & working in a dynamic and ambiguous matrix environment, with ability to multi-task and manage complex issues into simple effective solutions
- Ability to inspire, lead and mentor teams
- Agency management capabilities

**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

Location

USA

Site

East Hanover

Company / Legal Entity

U061 (FCRS = US002) Novartis Services, Inc.

Alternative Location 1

Cambridge (Massachusetts), USA

Alternative Location 2

Washington, DC, USA

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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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.

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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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