

# Comms & Engagement Manager

Job ID 387508BR

8月 27, 2024

Netherlands

## 摘要

We're a team of dedicated and smart people united by a drive to achieve together. You will be critical to harmonising both the external engagement strategy and our associate engagement activities to ensure consistency of our messages both to our external stakeholders and our internal team. You will be required to partner across multiple internal and external teams to deliver engaging social media content and support delivery of associate engagement activity.

### About the Role

Key responsibilities:

- Lead the development and implementation of our social media presence, both on our corporate channels and providing executive support
- Support Novartis country reputation management and targeted corporate brand positioning connected to core disease areas and content priorities

- Support the Novartis Corporate brand and ensure that it is used to create a consistent brand experience at the local level
- Use metric and measurement tools to assess engagement and behavior change and consistently and systematically refine our messaging and presence, and make recommendations to improve our communications programs
- Use the global 'DIY tool kits' to manage and improve internal communications channels, tailoring messages and channels to the different internal target audiences
- Build relationship with senior Business Partners and/or senior Communications colleagues and manage the coordination of internal plans including people manager/ leader engagements; including regularly re-contracting on areas of support and focus
- · Ensure deadlines are met, and ensure quality and compliance in communication materials
- Work with the wider C&E team to drive high standards and delivery

#### What you'll bring to the role:

#### **Essential Criteria**

- Solid experience with Channel utilization, Creative writing for various channels, Storytelling, media relations, visual communication, audience / stakeholder mapping and segmentation with proven ability to run & measure campaigns successfully.
- · Project management experience Be well organised and be able to prioritise and focus on key tasks
- Thrive in a strong business environment with strong communications responsibilities, able to collaborate, work independently, delivering outcomes as a team. You will have a passion for engaging and developing concise, clear messaging that drives engagement and behaviour
- Be digital & tech savvy with excellent knowledge of social media and a desire to develop our presence both externally and internally with project and operational excellence.
- PLEASE ONLY APPLY If you have fluent Dutch and strong English

#### Desirable Criteria:

- Bachelor Degree / University Diploma or equivalent Operations management and execution, cross cultural experience, project management
- · Pharma experience / knowledge of the Dutch Healthcare system

Why Novartis? Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: https://www.novartis.com/about/strategy/people-and-culture.

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Join our Novartis Network:

If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: https://talentnetwork.novartis.com/network

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? <a href="https://www.novartis.com/about/strategy/people-and-culture">https://www.novartis.com/about/strategy/people-and-culture</a>

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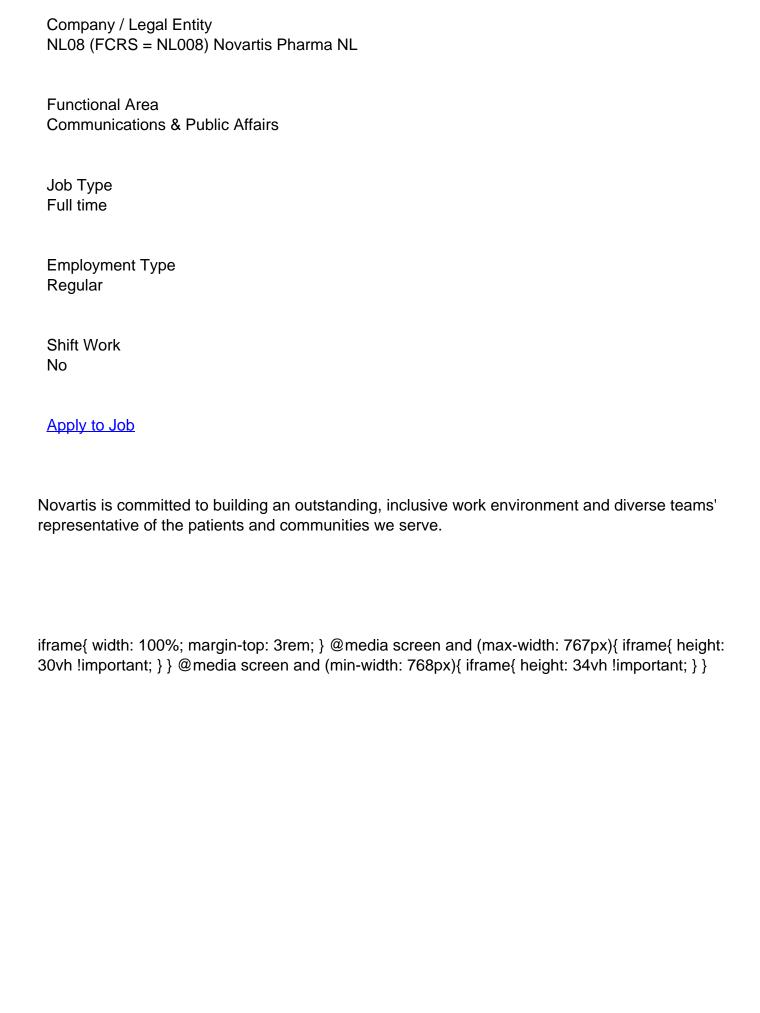
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