

Associate Director, Executive Communications

Job ID
REQ-10032786

2月 16, 2025

China

摘要

Develop and execute impactful communication strategy for internal and external communication of key Country Spokespersons/Country President and enhance the voice of global executive in the country to build favorable conditions for corporate reputation enhancement and the success of our business.

With a focus on shaping the future environment and using real time data to inform strategies and tactics, model trends and anticipate what's next to support a predictive mindset.

About the Role

Job Responsibilities :

- Design and execute an integrated and strategic communication strategy for Country President with an objective to build influence with key internal and external stakeholders, enhance reputation and help drive business impact.

- Collaborate with Public Affairs, Value Access and Patient Advocacy to ensure a holistic view of Country President ' s strategic Corporate Affairs engagements
- Strategically track and manage requests and maintain an editorial calendar for Country President ' s Corporate Affairs activities and drive day-to-day planning needs.
- Lead and coordinate content generation for Country President, including key announcement, social media content, written messages, visual content, briefing materials, speeches etc., ensuring consistency and quality of messaging.
- Ensure Country Presidents ' engagements are fully aligned with and supportive of local corporate narrative, partnership with Corporate Communications
- Provide coaching, training and feedback to Country President on internal and external engagements, aligning with local context
- Oversight and coordinate media engagements of China LT members to ensure strategic alignment
- Work with global executive communications for ECN ' s external engagement in China
- Work with Corporate Communications to generate insights-driven strategies and tactics, aligning to and in support of OGSM frameworks.
- Support relationships with external stakeholders such as media, patient groups, influencers etc. and ensure consistency of Novartis brand and market position in all communications.

Essential Requirements:

- Bachelor ' s degree or above. 12+ years ' experiences in diversified communications or public affairs
- Understanding of diverse stakeholder perspectives and industry landscapes
- Proven record of influencing at a senior level and navigate complexity
- Curiosity and understanding of latest communication, advocacy and insights trends and approaches
- Excellent people & communication skills; Business and organizational awareness, enterprise perspective; Excellent written and verbal communication skills; Ability to prioritize and enhance resources; With an outcomes-focused approach, effectively applying insights to guide execution and analytics to understand and improve impact
- Excellent oral and written English and Chinese

*OGSM stands for Objectives, Goals, Strategies, and Measures. It is a strategic planning framework used to define and track measurable goals and actions to achieve an objective.

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部门

Corporate Affairs

Business Unit

CTS

地点

China

站点

Shanghai (Shanghai)

Company / Legal Entity

CN14 (FCRS = CN014) China Novartis Institutes for BioMedical Research Co., Ltd.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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