

Senior Manager, Narrative Engagement and Activation

Job ID REQ-10034616

1月 20, 2025

Switzerland

摘要

Support the development and execution of reputation engagement initiatives to activate the corporate reputation framework and narrative, with a focus on must win audiences and priority markets. Accountable for supporting the development and implementation of a multi-channel activation strategy aligned with the editorial strategy, as well as supporting the delivery of key internal milestones including quarterly corporate webcasts.

About the Role

Major accountabilities:

- Support the development and execution of reputation engagement initiatives to activate the c corporate reputation framework and narrative, with a focus on must-win audiences and priority markets.
- Support the development and implementation of a multi-channel activation strategy of the

new Novartis corporate reputation framework partnering across Corporate Affairs with a focus on must win audiences and markets both internally and externally

- Proactively engage with stakeholders throughout the matrix to ensure understanding and embedding of the reputation framework, building partnership, and driving narrative coherence.
- Develop and deliver approaches for activating and steering leader voices as narrative strategic vehicle, partnering with People & Culture Communications, and executive comms colleagues.
- Manage the ongoing refresh and maintenance of narrative materials to ensure alignment with evolving strategies and messaging.
- Routinely benchmark corporate narrative activation, scan for best practices externally within and beyond industry, to generate ideas and opportunities for narrative activation and stakeholder engagement.
- Support the strategic visioning of quarterly webcasts in partnership with Corporate Affairs colleagues ensuring alignment and coherence with narrative activation plan.
- Stay up to date on the external environment for the enterprise and business, key topics and issues, and activate core narrative and key themes accordingly.
- Partnership with A&I to set and track the desired company reputational state and intent for priority audiences and markets, with strategic adjustment and tactical decision-making accordingly to meet defined outcomes.
- Exemplify a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embrace iterative, measurable experimentation and action.

Minimum Requirements:

- Bachelor's degree in Communications or related field; advanced degree preferred.
- Extensive experience in communications within a matrixed environment with a strong record of tactical planning and execution.
- Demonstrated ability in developing messaging frameworks and communication plans to effectively convey messaging, content and frameworks to internal and external stakeholders.
- Informed view across industry topics, trends, and issues.
- Strategic mindset with the ability to ideate and deliver effective communications approaches
 to embed and align themes and messaging across sets of stakeholders with good audience
 insight and data fluency.
- Effective interpersonal and communication skills, with the ability to collaborate across teams and stakeholders, influencing within a matrix.
- Track record of influencing at a senior level and navigating complexity.
- Strong analytical skills with the ability to interpret data and insights to support decisionmaking.
- Adaptable and able to thrive in a fast-paced environment with evolving priorities.

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 & Inclusion:

We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.

Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in any order to receive more detailed information about essential functions of a position, please send an e-mail to inclusion.switzerland@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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

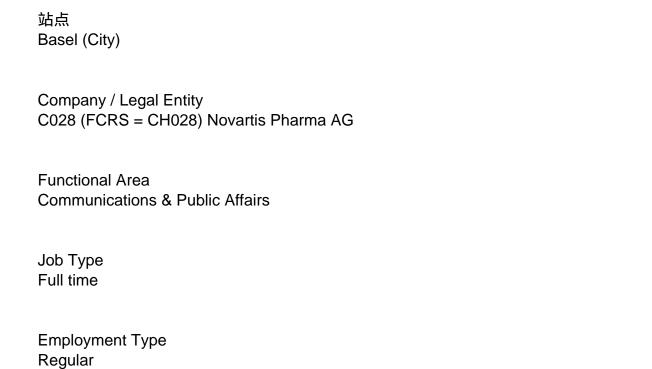
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部门 Corporate Affairs

Business Unit CTS

地点 Switzerland



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