

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 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 decision-making.
- Adaptable and able to thrive in a fast-paced environment with evolving priorities.

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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.

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部门
Corporate Affairs

Business Unit
CTS

地点
Switzerland

站点
Basel (City)

Company / Legal Entity
C028 (FCRS = CH028) Novartis Pharma AG

Functional Area
Communications & Public Affairs

Job Type
Full time

Employment Type
Regular

Shift Work
No

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