

Manager, Product Brand Comms

Job ID
REQ-10035502

1月 20, 2025

Japan

摘要

Manager, TA Communications builds communication strategy with TA communication group manager and executes high impact communications tactics for Japan. Also supports the Patient Advocacy strategy by planning together effective communication and PR initiatives and executing them in hand in hand with Patient Advocacy team.

About the Role

Major accountabilities:

- Build launch and pre-launch, early-stage product's communication strategy of the responsible TA area to shape the environment for business success, improve patient access through media and various communication plans.
- Execution of external communications tactics based on deep understanding of market dynamics, communications trends, and audience insights
- Engage & integrate functional expertise including media relations, digital marketing, executive

communications opportunity, patient & issues advocacy, and market & audience analytics to support key Brand and Therapeutic Area programs & activities

- Support relationships with key external stakeholders and influencers to foster a positive and transparent image for the Brand and Company
- Lead collaborative work with cross-functional business teams
- Issues management execution of the responsible TA
- Lead development of ongoing reporting demonstrating impact against business objectives
- Deliver executional excellence, while being fully consistent with the evolving legal, regulatory and compliance environment
- Work effectively and efficiently with public relations agencies
- Use analytics and insights to inform strategy and report outcomes.
- Monitor and evaluate performance to achieve and maintain best-in-class outcomes, while being fully compliant.
- Effectively manage budget and maximize agency ROI.
- Lead and maintain stakeholder mapping efforts across the country and ensure strategic management of relationships between media and audience are in line with business objectives.
- Collaboration within Corporate communications team for key milestones.
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.
- Implementation of Objectives/Goals/Strategies/Measures framework, KPIs and Analytic& Insight measures to consistently monitor and predict and conduct performance management in alignment with International CA Strategy and Japan business objectives.

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部門
Corporate Affairs

Business Unit
CTS

地点
Japan

站点
Toranomom (NPKK Head Office)

Company / Legal Entity
JP05 (FCRS = JP005) Novartis Pharma K.K.

Alternative Location 1
Tokyo (NPKK Sales), Japan

Functional Area
Communications & Public Affairs

Job Type
Full time

Employment Type
Regular

Shift Work
No

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