

Director, Communications

Job ID
REQ-10045039

4月 02, 2025

USA

摘要

The Director, Communications for Breast & Women ' s Cancers leads development and execution of high impact communications for oncology brands in the United States.

This role is required to be in East Hanover, NJ 3x/week. Please only apply if this works for you.

About the Role

Key Responsibilities:

- Lead, build and execute integrated, end-to-end communications strategy to drive in-line brand performance and shape a supportive environment for near-term product launches, focusing on where Communications can drive the greatest impact in support of Brand and Therapeutic Area strategy
- Deeply understand market dynamics, communications trends, and audience insights to drive

- communications initiatives that inform and activate target stakeholders
- Serve as an integral partner to cross-functional business teams and counsellor to senior management on external and internal communications
 - Engage and integrate functional expertise - including media relations, social and digital marketing, internal and executive communications, patient and issues advocacy, and market and audience analytics - to drive execution of key Brand and Therapeutic Area programs and activities
 - Forge trusted relationships with key HCP- and patient-focused trade media, as well as with medical experts, and other influential voices in the patient and advocacy community
 - Anticipate and manage risk to Novartis and Brand reputation by pre-emptively shaping the environment; advise on and mitigate reputational risk associated with specific activities
 - Elevate awareness of Novartis as a leader within the therapeutic area and the impact we have on patient outcomes
 - Build, monitor and evaluate the function 's performance to achieve and maintain best-in-class outcomes, while being fully consistent with the evolving legal, regulatory and compliance environment

Essential Requirements:

- Impact of communications insights and strategies on brand and organizational goals; recognition of their quality
- Leadership and functional alignment of communications strategies, priorities and objectives across therapeutic area
- Utilization of OGSM framework planning approach with measurable results and assessment
- Success rate in issue management in areas/geographies critical to the business
- Feedback from internal and external stakeholders on collaboration, thought leadership, expertise
- Efficient management of agency resources (ROI)

Minimum Requirements:

- Bachelor 's degree required
- 10+ years of experience in communications with significant prior experience in oncology brand communications disciplines
- Expertise in integrated marketing strategies
- Leadership within a matrixed organization environment
- Management of agency partners and budget
- Media relations experience, including building and maintaining relationships with key media outlets and journalists
- Crisis and issues management

Skills:

- Strong strategic and critical thinking skills and collaborative mindset
- Ability to effectively analyze audience and market data to inform strategic communication thinking
- Ability to understand and predict the impact of communications strategies on organizational

goals

- Excellent communications abilities including storytelling, writing and presentation skills
- Expertise in managing and implementing integrated (multi-audience, multi-channel) communication plans, campaigns and projects against business objectives and priorities, and measure effectiveness of efforts
- Proficiency in data analysis and literacy to drive informed decision-making and strategy development
- Ability to multi-task and manage complex issues into simple effective solutions
- Ability to influence and adapt within a dynamic and ambiguous environment
- Ability to lead across diverse set of matrixed cross-functional partners and leaders
- Ability to prioritize and maximize time and resource

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Novartis Compensation and Benefit Summary: The pay range for this position at commencement of employment is expected to be between \$152,600 - \$283,400 / year; however, while salary ranges are effective from 1/1/25 through 12/31/25, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills, and abilities. The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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部门
Corporate Affairs

Business Unit
CTS

地点
USA

状态
New Jersey

站点
East Hanover

Company / Legal Entity
U061 (FCRS = US002) Novartis Services, Inc.

Functional Area
Communications & Public Affairs

Job Type
Full time

Employment Type
Regular

Shift Work
No

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