

Sr Manager, Executive Communications

Job ID
REQ-10037580
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Япония

Сводка

This role will deliver internal and external executive communication through connecting the Ja-pan business strategy to internal and external audiences, delivering visibility of Novartis execu-tive's leadership and strategy to raise enterprise mindset, drive business goals, and enhance cor-porate reputations. By leveraging insights & analytics based on data modeling of the inter-nal/external environment and to predict stakeholder views, needs and behaviors shapes the communication tactics. Builds tactics for short- and long-term engagement plan for associates, media, external stakeholders, and communities in service of mutually beneficial goals and builds beneficial relationship, to support iterative execution of the Country Comms and Patient Advo-cacy Strategy.

About the Role

Job Responsibilities

- Develop and execute end-to-end strategy and communications planning to connect Japan
- Executives and their thought leadership to internal and external stakeholders in alignment with the Head of Corporate communications.
- Elevate the Japan Novartis executive profile and our industry leadership through content generation, with significant written and creative outputs, for the Japan executives, especially the country president and Country Leadership Team through social media content, written messages, visual content, briefing materials, speeches etc., ensuring consistency and quality of positioning and brand throughout.
- Shape corporate and leadership message within collaboration of Corporate comm colleagues, Brand and Reputation team.
- Identify and build visibility opportunities/stages and white spaces to support our executive's business/reputation enhancement plan.
- Utilize analytics and insights to inform and adjust strategy, accumulate results, and report outcomes.
- Anticipate and shape environment to manage risk to Novartis reputation; advise business partners and leadership with specific predictive activities or strategies.
- Have strong alert on industry trends, news and key issues, and business updates to provide recommendations for areas for our leaders to engage or to prepare strategic messaging.
- Be a point person with key executives for external speaking and media opportunities, including media readiness and preparation.
- Play collaborative role across country communications team to address executive messages at town halls, leader meetings, organizational change communications and press conferences.
- Build and maintain collaborative relationships with key functions and global/international corporate affairs and closely align with international executive communications/CEO office colleagues.
- Monitor and evaluate performance to achieve and maintain best-in-class outcomes, while being fully compliant.
- Effectively manage and maximize agency ROI.

Key Performance Indicators

- Ability to design an impactful and multidirectional executive communications plan which defies established practices and breaks category norms.
- Success rate in achieving defined communications goals and outcomes in key as defined utilizing the CA function planning (OGSM) and Analytics & Insight framework.
- Relationship and alignment with country executives especially country president.
- Alignment of communications strategies, priorities, and objectives within country.
- Manage stakeholders - predict and balance the needs of executives; strong multiple stakeholder management and consensus driven conversations to enable close alignment.
- Support and collaboration to corporate comms team members to deliver strengthened and focused communication efforts in-country as a team.
- Put in place predictive data and analytics to generate data-driven communication plans.
- Early identification, management, and support to Corporate comms head for resolution of critical issues
- High quality relevant relationships with key media
- Manage complexity: make sense of complex, high-quantity, and sometimes ambiguous information to effectively solve problems and take decisions.
- Embrace failure as a learning experience and a foundation for future success.

Ideal Background

Education:

- Bachelor's degree or above

Experience:

- 10+ years in communications including employee and corporate, media communications with a healthcare and/or pharmaceutical background.
- Strategy and implementation to raise engagement and visibility of key company executives through visibility strategies and business strategy communications.
- Leadership & influencing communications, social media content strategy and implementation.
- Led organization and implementation of internal and external executive exposure events.
- Crisis and issues management
- Agency and key media outlet management
- Executive reputation and awareness campaigns

Skills:

- Shaping and driving projects capability.
- Provide direction, delegating and removing obstacles to get work done.

- Prominent level partnering skills with proven ability to engage and influence stakeholders at all levels both internal and external.
- Understanding of healthcare industry landscape
- Ability to prioritize & maximize resources.
- Excellent people & communication skills,
- Business and organizational awareness, enterprise perspective.
- Crisis & agency mgmt.
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.
- Business and enterprise perspective.
- Excellent business level Japanese and English in speaking and writing.
- Strong business acumen

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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- Communications & Public Affairs
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