

Director, US Cardiovascular & Metabolic (CVM) Communications

Job ID
REQ-10075016
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Сводка

The Director, CVM Communications, leads the development and execution of high-impact, above-brand communications strategies for Novartis' Cardiovascular & Metabolic (CVM) Therapeutic Area in the United States.

This role is responsible for shaping compelling, insight-driven storytelling that drives a positive reputation for Novartis as a leader in cardiovascular and metabolic disease, galvanizes key external stakeholders, and shapes the healthcare ecosystem in support of the current and future CVM portfolio. A critical focus of this role is advancing narratives and partnerships that enable cardiovascular prevention at scale.

About the Role

Job Responsibilities:

- Lead and build integrated, above-brand CVM communications strategies grounded in a deep understanding of the cardiovascular and metabolic disease landscape, healthcare system dynamics, and evolving communications trends
- Own and evolve the CVM therapeutic area narrative, ensuring consistent, insight-driven storytelling that positions Novartis as a leader in innovation, prevention, and long-term cardiovascular impact
- Provide strategic communications oversight for CVM brands, with particular focus on pipeline assets and therapeutic area shaping to support future portfolio success
- Serve as a senior strategic partner to cross-functional leaders across Medical, Commercial, Market Access, Policy, R&D, and Patient Advocacy to identify where communications can drive the greatest reputational and enterprise impact
- Shape and influence the external CVM ecosystem by building strong relationships and partnerships with influential external audiences
- Model and encourage the responsible adoption of AI-enabled tools to strengthen communications excellence, efficiency, and strategic insight.
- Leverage AEO/GEO AI strategies to ensure CV prevention themes are accurately represented across AI-powered search and answer engines, including optimizing content for discoverability, accuracy, and authority across earned and owned comms strategies
- Drive thought-leadership strategies that elevate Novartis' voice and perspective in cardiovascular and metabolic disease, including disease awareness, prevention, and future-focused innovation narratives
- Collaborate closely with Corporate Communications, Policy, Patient Advocacy, and Social Impact teams to develop and execute integrated programs that advance CVM priorities, including CVM-related community and social impact initiatives
- Anticipate, assess, and manage reputational risk across the CVM portfolio and pipeline; proactively counsel senior leaders on issues, opportunities, and external dynamics impacting Novartis' standing in CVM
- Counsel senior management on internal and external communications approaches that support long-term portfolio readiness, therapeutic area leadership, and ecosystem credibility
- Establish clear objectives and measurement approaches to evaluate communications effectiveness and continuously optimize strategy and execution
- Manage communications budgets and agency partners to maximize impact, efficiency, and return on investment while operating fully within legal, regulatory, and compliance requirements

Key Performance Indicators:

- Impact of CVM communications strategies on Novartis' reputation, leadership positioning, and therapeutic area objectives
- Strength, clarity, and consistency of CVM therapeutic area storytelling across audiences and channels
- Effectiveness of therapeutic area shaping and thought leadership efforts in influencing key external stakeholders and the broader CVM ecosystem
- Success in proactive issues management and reputation protection related to CVM brands and pipeline
- Feedback from senior internal stakeholders and external partners on strategic partnership, leadership, and execution excellence
- Effective and efficient management of communications budgets and agency resources (ROI)

Essential Requirements:

- Bachelor's degree required
- 10+ years of experience in communications with significant prior experience in brand communications disciplines
- Management of agency partners and budget
- Crisis and issues management
- Pharmaceutical experience required

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
- 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

Benefits & Rewards

The salary for this position is expected to range between \$152,600 and \$283,400 per year. The final salary offered is determined based on factors like, but not limited to, relevant skills and experience, and upon joining Novartis will be reviewed periodically. Novartis may change the published salary range based on company and market factors. Your compensation will include a performance-based cash incentive and, depending on the level of the role, eligibility to be considered for annual equity awards. US-based eligible employees will receive a comprehensive benefits package that includes health, life and disability benefits, a 401(k) with company contribution and match, and a variety of other benefits. In addition, employees are eligible for a generous time off package including vacation, personal days, holidays and other leaves.

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up: <https://talentnetwork.novartis.com/network>

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>

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Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.
[Read our handbook \(PDF 30 MB\)](#)

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The Novartis Group of Companies are committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the application process, or to perform the essential functions of a position, please send an e-mail to us.reasonableaccommodations@novartis.com or call +1(877)395-2339 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Дивизион

Corporate Affairs

Business Unit

Communications

Место

США

Состояние

New Jersey

Сайт

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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