

Associate Director, Therapeutic Area Communications

Job ID
REQ-10080776
Июн. 16, 2026
Швейцария

Сводка

Location: East Hanover NJ, US or Basel Switzerland. This role will follow a hybrid working model. If based in US, please apply to REQ-10080236 LI-#hybrid

The Associate Director, Therapeutic Area (TA) Communications supports the development and execution of high impact product/portfolio communications strategies for the TA across Global and the United States.

Please note there are four Associate Dir, TA Comms positions to fill.

About the Role

Job Responsibilities

- Support development and execution of integrated communications strategy based on deep understanding of market dynamics, communications trends, and audience insights
- Serve as an integral and well-informed partner to cross-functional development and commercial teams to identify when and where Communications can drive the greatest impact in support of Brand & Therapeutic Area strategy
- Engage & integrate functional expertise including media relations, digital marketing, internal & executive communications, patient & issues advocacy, and market & audience analytics to support key Brand and Therapeutic Area communications milestones and activities
- Lead brand and disease state narrative and storytelling efforts including optimizing AEO in today's evolving communications landscape
- Manage risk to Novartis and Brand reputation
- Develop ongoing reporting evaluating the impact of communications strategy aligned to business objectives
- Deliver executional excellence, while being fully consistent with the evolving legal, regulatory and compliance environment
- Efficient management of comms budget

Key Performance Indicators

- Impact of communications insights and strategies on brand and organizational goals; recognition of their quality
- Functional alignment of communications strategies, priorities and objectives across therapeutic area
- Narrative uptake across key audiences including AI search
- 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
- Ownership of development plan

Experience:

- Bachelor's degree required
- 7+ years of experience in communications with significant prior experience in brand communications disciplines, including data and regulatory milestones
- Management of agency partners and budget
- Crisis and issues management
- Pharmaceutical experience preferred

Skills:

- Strategic and critical thinking skills and collaborative mindset
- Ability to effectively analyze audience and market data to inform communication approach
- Strong communications abilities including storytelling, writing and presentation skills for Global and US audiences
- Excellent ability to translate difficult to understand science into a clear and differentiated narrative across stakeholders
- Ability to effectively use AI-enabled tools to support communications planning, content development and insights generation - consistent with enterprise standards

- to realize efficiencies
- Ability to understand and predict the impact of communications strategies on brand and organizational goals
- Ability to effectively use AI-enabled tools to support communications planning, content development and insights generation - consistent with enterprise standards
 - to realize efficiencies
- Ability to manage and implement 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 manage across diverse set of matrixed cross-functional partners
- Ability to prioritize and maximize time and resource

Commitment to Diversity and Inclusion:

Novartis is 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 order to receive more detailed information about the essential functions of a position, please send an e-mail to diversity.inclusion_ch@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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>

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

Дивизион
 Corporate Affairs
 Business Unit
 Corporate & Division Services
 Место
 Швейцария
 Сайт
 Basel (City)
 Company / Legal Entity
 C010 (FCRS = CH010) Novartis International AG
 Functional Area
 Communications & Public Affairs
 Job Type
 Full time
 Employment Type
 Regular
 Shift Work
 No

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