

Senior Manager - Corporate Communications

Job ID
REQ-10076144

4月 17, 2026

India

摘要

#LI-Hybrid

Location: Mumbai, India

About The Role:

The role focuses on driving reputation-building strategies for Novartis in India, managing external engagement to increase positive awareness, shaping the healthcare environment, and collaborating with various teams to support policy initiatives and crisis management. It also involves President Comms and leading communications strategies for priority brands and disease areas across multiple channels

About the Role

Key Responsibilities:

- Increase positive awareness of Novartis, its mission and its public service efforts which includes - Proactively building and implementing the integrated Novartis reputation strategy with external stakeholders.
- Shape the India environment in terms of topics relevant to Novartis as a Group (e.g. Innovation, Access). Collaborate with Public Affairs, Commercial and Market Access to contribute to Health Care System Strengthening and policy shaping initiatives.
- Establish, build and manage relationships with key internal and external stakeholders especially media, Media House partnerships
- Anticipate and manage issues/support crisis to protect Novartis business and reputation.
- As an owner of traditional media, digital and social media assets, both Novartis and leader channels ensure consistency of Novartis brand and market position in external communications, by ensuring alignment at the Business Franchise, Business Unit and brand levels.
- Lead, collaborate, and co-create content, identify platforms and media opportunities for leader participation - Enable and coach leaders to be media trained.
- Work closely with multiple teams (C&PA, division, Franchise, Site) to drive performance through insight-driven communications strategies and targeted content for omni-channel communications activities (traditional, social and digital channels). Establish mechanisms to measure effectiveness and business impact of communications.
- Lead internal communication initiatives, including managing channels and crafting messages that resonate with employees for enterprise and International.
- Ensure adherence to Novartis communication policies and brand guidelines, maintaining consistency and quality across all touchpoints.
- Drive special projects and strategic initiatives as required by leadership.
- Manage PR and Social Media agencies and budgets, track progress, ensure deadlines are met, and ensure quality and compliance for Novartis Brand Reputation initiatives.

Essential Requirements:

- Minimum 15 years professional experience, Media relations or communications role in a major corporation, trade association or public relations agency. Demonstrated ability to influence high-level media; and public health policy.
- University degree in communications, business or science is preferred.
- Experience as a strategic advisor to leaders and ability to partner with senior business leaders to deliver the reputation agenda, with strong stakeholder management and influencing capabilities.
- Superior verbal and writing skills and understanding of media, social media landscape.
- Strong in processes and governance.
- Enterprise attitude: champion the end-to-end approach.

Desirable Requirements:

- Experience in the pharmaceutical healthcare industry highly desirable.
- Business acumen and understanding of medicines lifecycle, brand etc.
- Experience in leveraging AI to drive efficiency, reduce duplication, and shift toward higher impact, value adding work.

- Experience in Global/ MNC and complex & matrixed organizations.

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 \(PDF 30 MB\)](#)

部门
Corporate Affairs

Business Unit
Communications

地点
India

站点
Mumbai (Head Office)

Company / Legal Entity
IN10 (FCRS = IN010) Novartis Healthcare Private Limited

Functional Area
Communications & Public Affairs

Job Type
Full time

Employment Type

Regular

Shift Work

No

```
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sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css: "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
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config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
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[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
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config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof
kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var
kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other
media. kalturaPlayer.loadMedia({entryId: "1dgfvmafo"}); } catch (e) { console.error(e.message) }
```

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 individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to diversityandincl.india@novartis.com and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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