

Associate Director, Therapeutic Area Communications

Job ID
REQ-10080776

6月 16, 2026

Switzerland

摘要

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.inclusionch@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 \(PDF 30 MB\)](#)

部门
Corporate Affairs

Business Unit
Corporate & Division Services

地点
Switzerland

站点
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

```
var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId:
"kalturaplayer6a324a17ac9aa701931558", provider: { widgetId: "10m7rm1pm", partnerId:
"2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop:
false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options:
{}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu:
false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets:
['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(kPlayer.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 (kPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation =
{ position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if
(kPlayer.plugins["hotspots"]) { config.plugins["playkit-js-hotspots"] = { disable: true }; } if
(kPlayer.plugins["moderation"]) { config.plugins["playkit-js-moderation"] = { disable: true }; } if
(kPlayer.plugins["info"]) { config.plugins["playkit-js-info"] = { disable: true }; } if
(kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if
(kPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
// Ensure the global player registry array always exists, regardless of embed type.
window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var kalturaPlayer =
kPlayer.setup(config); // Add the player to the global array.
window.kalturaPlayerVideos.push(kalturaPlayer); // Load the Player for other media.
kalturaPlayer.loadMedia({entryId: "1d_gfvmafa"}); } catch (e) { console.error(e.message) }
```

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