

# Director of Narrative Activation

Job ID  
REQ-10007736  
Nov 01, 2024  
Switzerland

## Summary

Location: Basel, Switzerland  
Alternative location: Ireland and/or UK

### About the Role:

Lead the development and implementation of a multi-channel activation strategy of the newly defined Novartis corporate narrative, working across the Corporate Affairs matrix, the enterprise, and into the country organizations, and externally, reaching multi-stakeholders. Establish the narrative as a key company reference point and drive thematic alignment across major internal and external campaigns.

## About the Role

### Key Responsibilities:

- Lead the development and implementation of a multi-channel activation strategy of the new Novartis corporate narrative
- Accountable for engaging proactively with stakeholders throughout the matrix to ensure understanding and embedding of the corporate narrative, building partnership, and driving narrative coherence.
- Establish corporate narrative as a key company reference point, drive alignment with core narrative and priority themes across major internal and external campaigns, via partnership, direct implementation, and advisory.
- Leads comms strategy for earned media centered on core narrative and priority themes.
- Accountable for activating and steering leader voices as narrative strategic vehicle, partnering with People & Culture Communications, and executive comms colleagues.
- Collaborate closely across Corporate Communications and wider Corporate Affairs function, to achieve operational alignment on key activities.
- Develops an approach for routinely benchmarking corporate narrative activation externally, accountable for strategic view of best practices externally within and beyond industry, insights to position Novartis ahead of peers.
- Accountable for managing and developing Senior Manager, Narrative Activation, maximizing their potential and collective contribution to the team.
- Understand the external environment for the enterprise and business, as well as key stakeholder needs, and steer, activate corporate narrative accordingly, ultimately advancing company goals.
- Along with Corporate Reputation & Narrative team colleagues, collective accountability for working with analytics and insights (A&I) to set and track the desired company reputational state and intent for priority audiences, with strategic adjustment and tactical decision-making accordingly to meet defined outcomes.

- Exemplify a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embrace iterative, measurable experimentation and action.

### **Essential Requirements:**

- Bachelor's degree in Communications or related field; advanced degree preferred.
- Strong experience in communications, with track record in activation of creative, multi-channel global corporate campaigns, thematic, message activation throughout enterprise matrix structure.
- Strong view across industry topics, trends and issues, communications best practices for narrative activation approaches and matrix collaboration approaches.
- Excellent leadership and influencing skills, with the ability to align diverse stakeholders and drive results.
- Strategic mindset with the ability to develop and implement innovative approaches in building partnership and driving narrative coherence, alignment across activities.
- Strong cross-functional collaboration skills and the ability to serve as a key interface with various internal functions.
- Excellent communication and presentation skills, with the ability to effectively communicate complex information to senior management and external stakeholders.

### **Benefits and rewards:**

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### **Commitment to Diversity & Inclusion:**

*We are 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 any order to receive more detailed information about essential functions of a position, please send an e-mail to [inclusion.switzerland@novartis.com](mailto:inclusion.switzerland@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?

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Business Unit

CTS

Location

Switzerland

Site

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Alternative Location 1

Dublin (Novartis Corporate Center (NOCC)), Ireland

Alternative Location 2

London (The Westworks), United Kingdom

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Activation\_REQ-10007736-2

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