

# Manager, US Reputation & Corporate Storytelling

Job ID  
REQ-10009876  
Jun 13, 2024  
USA

## Summary

Location: East Hanover, NJ (Hybrid) #LI-Hybrid About the role: Support US business reputation and corporate storytelling to shape our corporate position and visibility with key audiences to drive our business priorities and grow our leadership position in the US.

## About the Role

### Your Key Responsibilities:

- Execution, including content creation, of the US corporate, above brand, integrated end-to-end corporate narrative and storytelling strategy/pillars for external and internal audience, including social media amplification strategy.
- Serve as content creator for US social media channel
- Provide support to team to generate insights and analytics to deeply understand audiences and landscape.
- Research and keep track and pulse of corporate storytelling trends.

### Role Requirements

- BA/BS required, advanced degree a plus
- 5+ years of experience in corporate communications, corporate storytelling, or related discipline, with healthcare and/or pharmaceutical background a plus, or a translatable consumer background
- Storytelling and content creation background
- Editorial oversight and project management
- Social media strategy and content development
- Communications experience, including media relations + social media strategy; strong writing and creative content creator
- Business acumen and critical thinking
- Collaborative enterprise mindset with comfort in working in a matrix environment
- Ability to multi-task, operate and manage complex issues within a dynamic & ambiguous environment into simple effective solutions

**Novartis Compensation and Benefit Summary:** The pay range for this position at commencement of employment is expected to be between \$102,400.00 and \$153,600.00 / year; *however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills, and abilities.* The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units,

and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an “at-will position” and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

**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>

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Division

Corporate Affairs

Business Unit

CTS

Location

USA

Site

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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2. <https://talentnetwork.novartis.com/network>
3. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/East-Hanover/Manager--US-](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Manager--US-)

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4. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/East-Hanover/Manager--US-Reputation---Corporate-Storytelling\\_REQ-10009876-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/East-Hanover/Manager--US-Reputation---Corporate-Storytelling_REQ-10009876-1)