

# Sr Manager, Growth Strategy and Policy Communications

Job ID

REQ-10037584

Jan 23, 2025

Japan

## Summary

This role will deliver internal and external communication strategy through connecting the Japan policy priorities and business strategy to internal and external audiences, delivering visibility of Novartis strategy, business progress and thought leadership to raise enterprise mindset, drive business goals, and enhance corporate reputation. By leveraging insights & analytics based on data modeling of the internal/external environment and to predict stakeholder views, needs and behaviors shapes the communication tactics. Builds tactics for short- and long-term engagement plan for associates, media, external stakeholders, and communities in service of mutually beneficial goals and builds beneficial relationship, to support iterative execution of the Country Comms and Patient Advocacy Strategy.

## About the Role

### Job Responsibilities

- The role spends 70% of its efforts to develop Japan business strategy narrative, including end-to-end strategy and communications planning to connect Japan business strategy to internal and external stakeholders.
- The role spends 30% of its effort to develop Novartis Japan's position narrative around the country healthcare system relevant policies in partnership with Public Affairs, build end-to-end strategy and communications planning to connect the company with stakeholders such as patients, media and associates.
- Elevate the Novartis Japan corporate and business narrative, happenings that exemplifies our industry leadership through leader voices and contents.
- Serve as trusted business partner and communications strategy counsel to key leaders.
- Identify and build visibility opportunities/stages and white spaces to support our business/reputation enhancement plan for our key leaders.
- Generate social media plans for corporate and execute to amplify the narratives.
- Utilize analytics and insights to inform and adjust strategy, accumulate results, and report outcomes.
- Anticipate and shape environment to manage risk to Novartis reputation; advise business partners with specific predictive activities or strategies.
- Have strong alert on industry trends, news and key issues, and business updates to provide recommendations for areas for our leaders to engage or to prepare strategic messaging.
- Be a point person with key executives for external speaking and media opportunities, including media readiness and preparation around policy, business and strategy.
- Play collaborative role across country communications team to plan and implement town halls, leader

meetings, organizational change communications and press conferences.

- Work closely with Public Affairs and executive communications to shape and deliver policy, business and strategy priorities.
- Build and maintain collaborative relationships with key functions and global/international corporate affairs and work closely with executive communications.
- Monitor and evaluate performance to achieve and maintain best-in-class outcomes, while being fully compliant.
- Effectively manage and maximize agency ROI.

### **Key Performance Indicators**

- Ability to design an impactful and multidirectional business and strategy, policy communications plan which defies established practices and breaks category norms.
- Success rate in achieving defined communications goals and outcomes in key as defined utilizing the CA function planning (OGSM) and A&I framework.
- Stakeholder alignment of communications strategies, priorities, and objectives within country.
- Manage stakeholders - predict and balance the needs of multiple stakeholders; strong stakeholder management and consensus driven conversations to enable close alignment with critical functions.
- Support and collaboration to corporate comms team members to deliver strengthened and focused communication efforts in-country as a team.
- Put in place predictive data and analytics to generate data-driven communication plans.
- Early identification, management, and support to Corporate comms head for resolution of critical issues
- High quality relevant relationships with key media
- Manage complexity: make sense of complex, high-quantity, and sometimes ambiguous information to effectively solve problems and take decisions.
- Embrace failure as a learning experience and a foundation for future success.

### **Ideal Background**

#### **Education:**

- Bachelor's degree or above

#### **Experience:**

- 10+ years in communications including employee and corporate, media communications with a healthcare and/or pharmaceutical background.
- 3+ years' experience of being involved in healthcare or pharmaceutical industry association activities or company policy initiatives to address policy and regulation issues/campaigns.
- External communications strategy and implementation with media relations background
- Supported and raised visibility of key company topics through visibility strategies and business strategy communications.
- Leadership & influencing communications, social media content strategy and implementation.
- Led organization and implementation of corporate events, including town halls and press conferences.
- Crisis and issues management
- Agency management
- Corporate reputation and awareness campaigns

#### **Skills:**

- Shaping and driving projects capability.

- Provide direction, delegating and removing obstacles to get work done.
- Prominent level partnering skills with proven ability to engage and influence stakeholders at all levels both internal and external.
- Understanding of healthcare industry landscape and its challenges around policy and regulations.
- Ability to prioritize & maximize resources.
- Excellent people & communication skills,
- Business and organizational awareness, enterprise perspective.
- Crisis & agency mgmt.
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.
- Business and enterprise perspective.
- Excellent business level Japanese and English in speaking and writing.
- Strong business acumen

**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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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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