

# Group Manager, Brand and Reputation

Job ID

REQ-10037585

Jan 23, 2025

Japan

## Summary

As a part of the corporate communications function, this role leads the team to enhance corporate reputation and brand perception through shaping strategy and delivering Novartis corporate message and branding initiatives to our internal and external stakeholders. Through delivering content and reputation shaping opportunities to connect key audiences with our corporate brand, stories, experiences and executives, drive our business priorities, and increase our leadership position within and outside the industry.

This role will build and implement annual and long-term Brand enhancement and reputation shaping strategies and ensure that Novartis brand and message is reflected in our corporate channels and external/internal communications working with the TA, Corporate communications and Patient Advocacy team.

## About the Role

### Major accountabilities:

- Build a above TA corporate brand and reputation enhancement strategy and execute to protect and improve Novartis's perception amongst the stakeholders and public.
- Conduct corporate reputation and competitor benchmarking surveys to grasp the current situation and analyse area to enhance and focus on to raise our corporate reputation.
- Own, develop and oversight corporate, above brand, integrated, end-to-end corporate narrative and storytelling strategy for external and internal audience, including website and social media amplification plans.
- Build corporate brand policies aligned with the global brand policy and ensure consistency of Novartis brand conversation within the market.
- Build high-level corporate messaging around key corporate focus and business narrative pillars.
- Set up data generation, analyses to build outputs based on key audience and landscape insights and analysis.
- Work collaboratively with corporate communication colleagues to provide brand aligned talking points, media support and media and presentation training/preparation for key spokespeople.
- Create localised creative materials so our corporate materials reflect and deliver Novartis brand appropriately.
- Create media strategy and exposure plan to enhance Novartis Japan reputation with in and above the pharma industry
- Utilize analytics and insights to inform strategy and report outcomes.
- Stay ahead of curve on corporate storytelling trends and industry foresight; advise senior leaders on reputational advantages and business drivers.
- Monitor and evaluate performance to achieve and maintain best-in-class outcomes, while being fully compliant. Effectively manage budget and maximize agency ROI.

- In partnership with global/international team, leverage a central real-time data platform to generate insights, data, and analytics to predict trends and stakeholder views and needs, and consequently shape our strategies at the country level.
- Lead and maintain stakeholder mapping efforts across the country and ensure strategic management of relationships between media and key stakeholders and supported of our narrative.
- Drive best practices sharing that deliver and inspire a shift to embrace failure and learning, and to become a predictive function which delivers meaningful and mutually beneficial impact for the patient communities we serve as well as for our business.
- Collaborate with all relevant internal teams to amplify advocacy efforts and achieve business objectives.
- Partnering with Corporate Communications and Corporate Affairs colleagues, ensure sound management of issues.
- Accountability for budget.
- Strategic counsel and best practice sharing across corporate comms, TA Comms and patient advocacy team, including, insights, measurement and execution learnings.
- Implementation of Objectives/Goals/Strategies/Measures framework, KPIs and Analytic& Insight measures to consistently monitor and predict and conduct performance management in alignment with International CA Strategy and Japan business objectives.

#### **Education:**

- Bachelor's degree or above

#### **Experience:**

- 10+ years in External communications or brand and reputation communications
- Media relation, media partnership shaping
- Corporate narrative and message shaping
- Social media content building
- Understanding of HC systems in Japan
- Understanding of pharmaceutical business and industry issues
- Contents creation to engage stakeholders such as social media, infographics, presentation materials and written stories.
- Crisis and issues management in expertise area

#### **Skills:**

- Leadership & influencing capability.
- Proven ability to cultivate high performing teams - Team leadership and management.
- Provide direction, delegating and removing obstacles to get work done.
- High level strategic partnering skills with proven ability to engage and influence stakeholders at all levels both internal and external.
- Ability to prioritize & maximize resources.
- Excellent people & communication skills,
- Business and organizational awareness, enterprise perspective.
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.
- Excellent business level Japanese spoken and written and strong business level English
- 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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