

# Senior Manager, Purpose & Culture Communications

Job ID  
REQ-10009915  
Sep 05, 2024  
Ireland

## Summary

Giving our audiences an emotional connection to what we do and how we do it

This important role will support our People & Culture communications work through content creation/curation, design, and storytelling across various platforms—focused on the human experience. You'll pioneer the use of cutting-edge IT and digital tools, collaborate globally, and shape the story of our organization, leaving a lasting impact on talent engagement and strategic communications.

## About the Role

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Location: Basel Switzerland, Dublin Ireland, Hyderabad India, Prague Czech Republic

Key Responsibilities:

- As the Lead for Culture Lab and One Young World communications, you'll spearhead our efforts to captivate audiences with these and other transformative events and initiatives.
- Co-lead the "What's My Why" program, crafting compelling stories that resonate deeply with our stakeholders.
- Oversee our editorial and content calendar, ensuring a steady stream of engaging narratives that showcase our organization's values and impact.
- Seek out and develop stories from our diverse team members, harnessing their experiences and insights to help direct the creation of meaningful content across a spectrum of communication channels.
- Determine the most effective channels for reaching different audiences. You'll have the freedom to recommend and implement new platforms such as podcasts to enhance our storytelling capabilities.
- Overall, this role offers a unique opportunity to be at the forefront of innovative communication strategies, shaping how we connect with our audiences and inspire positive change through authentic and impactful storytelling.

## Role requirements:

- Bachelor's degree (or equivalent) required
- Very strong years communications experience (internal, external or both) in a large multi-national company
- Experience strategizing and creating with owned, earned and paid media
- Experienced in providing communications counsel to senior management; Able to navigate differing leadership personalities
- Able to achieve results and to operate within a complex, fast-paced and changing environment
- Proven ability to collaborate with cross functional teams and senior executives to align communication strategies with organizational goals

## Nice to have:

- Ability to simplify and humanize complex concepts for wide consumption and be a pop culture guru who knows what generational audience wants/needs
- Comfortable with data and analytics; able to glean insights and make recommendations for how to improve

## Benefits and rewards:

Read our handbook to learn about all the ways we'll help you thrive personally and professionally:

<https://www.novartis.com/careers/benefits-rewards>

## 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? <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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