NOVARTIS

Head, Corporate Comms

Job ID
REQ-10069051
Jun 22, 2026
Япония

Сводка

Lead the development and the execution of the corporate communications strategy, to strength-en corporate reputation through associate communications, external corporate communications, policy communications, executive communications, business and strategy communications, cul-ture and people communication along with brand and reputation building. Goal is to position the company as the most valued and trusted medicines company in Japan amongst our internal and external stakeholders and ideate new ways to engage key audiences and demonstrate NVS leadership in the Japan healthcare environment
This role will build the corporate reputation strategy and lead the team to deliver internal and external communications, by leveraging insights & analytics based on data gathering of the in-ternal/external environment. This leader should be able to establish a mindset that ultimately leads to insights-based predictions of stakeholder views, needs and behaviors. S/he builds long term engagement plans for associates, media, external stakeholders and relevant key industry groups and communities in service of mutually beneficial goals. They build positive and produc-tive relationships, and support a culture of iterative execution of the team's work.
Also, the role will cover the strategy and delivery of brand and reputation team. Brand and repu-tation team will take care of consistent brand experience and implementation for internal and external audiences. This team shapes corporate reputation and awareness, creates and main-tains corporate message and narrative and oversees message delivery it through owned, paid and earned platforms closely working with relevant functions.

About the Role

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Key Responsibilities:

- Develop, drive, oversee and execute strategies that engage employees, raise media exposure, and leverage owned, earned and paid channels(social media, websites) to create value amongst internal/ external stakeholders and position the company as the most valued and trusted medicines company in Japan.
- Shape corporate and executive leadership message and generate opportunities for delivering the messages including townhalls, external speaking opportunities and owned/earned/paid media exposure.
- Build a above TA corporate brand and reputation enhancement strategy and execute to protect and improve Novartis's perception and leadership amongst the stakeholders and public.
- Oversees policy communications efforts in partnership and alignment with Public Affairs strategy, and develops the capability within Japan team to shape favourable environment for the business.
- Oversees Country President comms strategy and execution to ensure we leverage the CP voice at the service of NVS narrative and positioning in Japan.
- Establish strong relations with influential media and external stakeholders to gain trust in the company and contribute to the improvement of its visibility and favourability in support of corporate's activities.
- Protect company reputation by proactively anticipating and preparing for potential issues and minimize negative impacts.
- Explore and develop various communications, media, and new initiatives to elevate corporate positioning by collaborating with Therapy Area communications and Patient Advocacy, Public Affairs and Value & Access teams.
- In partnership with the Japan leadership team, ideate and deliver messaging featuring corporate priorities and strategy to the associates through messages and various communication media to cultivate better understanding and buy-in.
- Nurture open and vital corporate culture and enhance sense of belonging amongst the associates.
- Manage relationships with internal and external key stakeholders, becoming an external voice and representative for NVS in Japan
- Represent function to relevant company leaders to become trusted strategic business partner. Providing counsel on latest communications channels/trends and opportunities to utilize communications contribute to the achievement of higher engagement and corporate reputation goals including advice, guidance, sharing accountability for promoting and protecting the company reputation.
- Conducting corporate reputation surveys in partnership with the international team to benchmark and assess progress of our perception within the market.
- Accountability for budget and agency relationships and quality of work
- Implementation of media relations strategy and influencer engagement strategy at the corporate level.
- Main point of contact for issues and crisis management.
- Collaboration with Therapy Area communications /Patient advocacy/Public Affairs on key brand milestones and launch activities.
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.
- Strategic counsel and best practice sharing across communications & patient advocacy team, including, insights, measurement, and execution learnings.
- Implementation of Objectives/Goals/Strategies/Measures framework, KPIs and Analytics & Insight measures to consistently monitor and predict product performance management in alignment with International CA Strategy and Japan business objectives.
- As Japan C&PA leadership team member, implement cross team effort to realize a predictive mindset team.

Essential Requirements:

Education:

- Bachelor's degree or above

Experience:

- 12+ years in communications including employee and corporate, media communications.
- Leadership & influencing communications, social media strategy and implementation.

- Leading teams
- Crisis and issues management
- Corporate reputation and awareness campaigns
- Industry/ Business Exposure in matrixed organization

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互いに協力し、支え合い、刺激し合うことで、患者さんの人生を変えるようなブレークスルーを生み出すことができます。さあ、一緒により明るい未来を創りませんか？ https://www.novartis.com/about/strategy/people-and-culture

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