

Communication & Patient Advocacy Manager Greece

Job ID
REQ-10036017

1月 09, 2025

Greece

摘要

Reporting to the Country Head of C&PA Greece, manages the execution of local communications and patient advocacy strategy contributing to reputation, in-market performance and shaping the local healthcare environment. Focus on using data to inform execution of relevant tactics and drive impact for the local business and key audiences including media, patient communities and influencers. The role requires building strong partnerships with colleagues from Public Affairs, Medical, Marketing, P&O.

About the Role

Major accountabilities:

Contributes and supports the corporate communications strategy, leveraging available insights from across the business, the wider environment (social, technological, economic, ecological and political trends) and leverages global assets and narratives in service of enhancing Novartis' local reputation,

sentiment and favorability.

- Closely monitors key performance indicators (KPIs) to evaluate the effectiveness of communication strategies.
- Manages and monitors the performance of corporate and executive channels to enhance online presence.
- Contributes to corporate reputation tactical plans e.g. employee volunteering, and leads associate engagement plans to serve strengthened external and internal stakeholder engagement.
- Develops, drives, and implements TA comms focused on select country priority brands.
- Provides insights and counsel on the external TA and product environment with a focus on media and patient communities.
- Acts as a consultant for developing multi-dimensional, category-breaking disease awareness & activation campaigns/interventions.
- Supports the implementation of prioritized brand strategies, congresses & events and media relations.
- Where relevant, implements the influencer engagement strategy for respective brands in line with global guidance.
- Supports implementation of patient advocacy strategy:
- Maintains partnerships with relevant patient communities and groups, including management of funding, third-party events and advisory boards.
- Ensures adherence to required pt advocacy processes and activities e.g. ToV reporting.
- Ensures sound interdependencies with key function e.g. marketing, medical, PA, V&A, ERC, Legal.
- Supports necessary issues and crisis management.

Key performance indicators:

- Success rate in achieving defined communications & Patient Advocacy and organizational outcomes as defined utilizing the CA function planning (OGSM).
- Maintenance of high-quality relevant strategies/relationships with key internal & external stakeholders (media, influencers, patient communities) and TA teams and overall associate base.
- Demonstration of strategic thinking and collaborative working across the organization.
- Adherence to relevant Pt Advocacy processes and requirements.
- Early identification, management, and resolution of critical issues. Escalation where necessary

Minimum Requirements:

Education: Master ' s/ Degree level

Work Experience:

7+ years or more of experience in Comms and patient advocacy preferably with a healthcare and/ or pharmaceutical background.

- Agency partnerships and budget management
- Understanding of diverse policy landscapes
- Product PR communications, social media strategy and implementation

- Crisis and issues management

Skills:

- Shows agility and resilience
- Strong project management and organization skills; hands-on
- Business & organizational awareness skills
- Predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action
- Collaboration & partnering spirit
- Demonstrable strength in data & analytics in the field of communications, patient advocacy or related fields
- High level of accountability, sense of urgency, result-driven

Languages :

- Native Greek speaker, with proven strong written and verbal communication skills. Business English

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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部門
Corporate Affairs

Business Unit
CTS

地点
Greece

站点
Metamorfosis

Company / Legal Entity
GR11 (FCRS = GR001) Novartis Hellas

Functional Area
Communications & Public Affairs

Job Type
Full time

Employment Type
Regular

Shift Work
No

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