

TA Communications & Patient Advocacy Manager

Job ID
REQ-10045632

3月 31, 2025

Netherlands

摘要

We're a team of dedicated and smart people united by a drive to achieve together. You will lead the execution of the communications and patient advocacy strategy for some assets in one of the four International therapeutic areas, ensuring launch excellence (pre-launch, launch and in-market brands) through above brand and priority brand activities and ensuring the performance of the assigned products communications and patient advocacy activities at country level.

You will have a focus on shaping the future environment and using real time data to inform strategies and tactics, model trends and anticipate what's next to support a predictive mindset. All this in close connections with region and global assets, guaranteeing the exchange of information and implementation of global strategy.

About the Role

Key Responsibilities:

- Drive and implement International TA/product related communication and patient advocacy strategies, in line with country priorities, and focused on key audiences of media, patient communities and influencers.
- Act as trusted strategic business partner to TA Head and relevant internal cross-functional stakeholders. Provide insights and counsel on the external environment including latest communications channels / trends / stakeholder insights.
- Accountable for securing budget and budget management of respective TA comms and patient advocacy activities, including sound management of selected agency or vendor partners, and relevant governance for patient advocacy funding and funding reporting.
- For priority therapeutic areas, establish strategic partnerships with relevant stakeholders, ensure oversight and implementation of a targeted media strategy, drive and implement the PESO and influencer engagement strategy, partner with Public Affairs to ensure timely shaping of the local policy environment.
- Manage TA/product brand issues and crisis management for respective TA.
- Implement internal communications for key brand milestones and launch activities in coordination with Corp Comms.
- Embrace the Corporate Affairs and Novartis culture to drive external and internal impact consistently through a curious, inspired, unbossed mindset. Ensure to operate with iterative, measurable action, enabled by data, and always anchored in integrity.
- Promote CA cross-functional and geographical collaboration and best practice sharing across countries

What you'll bring to the role:

Essential Criteria

- Diversified experience of communications; Product PR communications, media relations, social media strategy.
- Experience of Patient Advocacy & Patient acumen.
- Excellent written and verbal communication skills.
- Fluency in English and Dutch is imperative.

Desirable Criteria:

- Previous experience in Pharma industry.
- Policy communications experience working in a matrixed organization
- Creative skills i.e. graphic design, video production etc

Why Novartis? Our purpose is to reimagine medicine to improve and extend people 's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

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部门

Corporate Affairs

Business Unit

Universal Hierarchy Node

地点

Netherlands

站点

Amsterdam

Company / Legal Entity

NL08 (FCRS = NL008) Novartis Pharma NL

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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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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