

## Value & Access Brand Lead

Job ID  
REQ-10047420

4月 09, 2025

United Kingdom

### 摘要

To drive commercial growth by identifying V&A opportunities across the priority brands, developing V&A strategies for the portfolio and deploying flexible resources to maximise impact, embedding meaningful system customer and NHS policy insights across the organisation.

### About the Role

Location:

This is a London office based role with hybrid working which means 12 days in the office each month.

Major Accountabilities:

- Drives decisions related to patient Access strategy at a UK level

- Utilises insights from cross-functional teams and market research to launch, develop and implement high-quality Patient Access strategic and operational plans
- Establishes and maintains a strong professional network within the NHS, Healthcare providers, and other relevant decision-making representatives to anticipate and influence future trends
- Communicates relevant changes and trends in the UK health policy environment and the Patient Access activities of new competitors to the cross-functional team
- Creates and works with the Region/Franchise to agree on Business Cases
- In-depth and broad-ranging customer insight to inform the development and deployment of portfolio and/or TA engagement strategies
- Consider, evaluate and prioritise clear V&A strategic choices that will drive commercial growth as part of the integrated brand plans
- Deliver multiple V&A marketing operational plans to meet the V&A opportunities for the portfolio
- Integrate successful brand growth strategies to reflect customer insights and opportunities to inform local account implementation
- Develop and deploy an integrated customer engagement and develop and deliver, working with the customer experience manager, customer engagement models to achieve the agreed TA priorities that will maximise payer engagement and impact
- Leadership across Therapy Area Board and/or Integrated Brand Team to ensure V&A strategy is part of the brand strategies

#### Requirements:

- UK Pharmaceutical experience with strong brand marketing, market access marketing or field market access experience
- Deep understanding and curiosity about the NHS and healthcare systems
- Ability to operate in a fluid team working across multiple projects and therapy areas simultaneously or for set periods
- Proven ability to understand and communicate complex and ambiguous themes
- Excellent stakeholder leadership both internally and external to Novartis
- Strong collaborative mindset with a desire for commercial accountability
- Ease operating in high-support and high-challenge environments
- Experience with ABPI code and approval systems & processes

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#LI Hybrid

#LI-Hybrid

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部门

International

Business Unit

Innovative Medicines

地点

United Kingdom

站点

London (The Westworks)

Company / Legal Entity

GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area  
Market Access

Job Type  
Full time

Employment Type  
Regular

Shift Work  
No

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