

# Therapy Area Communications & Patient Advocacy Manager

Job ID

REQ-10026493

Nov 14, 2024

Spain

## About the Role

Key Responsibilities:

- Drive and implement the therapy area, product communication and patient advocacy strategy for respective TA focused on priority pre-launch, launch and in market brands.
- Manage proactively interdependence with International TA Communications and Patient Advocacy team, including oversight of up to date global and country launch sequence and strategy implementation.
- Exemplifies and drives a predictive mindset; seeking multidirectional insights to understand our environments, our stakeholders and the target audience, and embraces iterative, measurable experimentation and action.
- Implementation of TA communication and patient advocacy strategy, KPIs and measurement of the impact. Ensure systemic implementation of OGSM framework and A&I measures to consistently monitor TA goals outcomes and predict performance management, in alignment with Corporate Affairs Strategy and Operations and in partnership with Public Affairs.
- Strategic counsel and best practice sharing across the local team and at regional level for communications & patient advocacy, including, insights, measurement and execution learnings.
- Establish strategic and ongoing relationships with internal and external stakeholders, leading to business-aligned, long-term collaborations that are valued by and valuable for key audiences, and most importantly, patients.
- Establish a strong collaboration with other Leads and Managers at country and regional level to ensure full awareness and understanding of country TA team performance and strategic alignment with business.
- Implement prelaunch/ launch/in market excellence in line with country priorities and International TA Communication & Patient Advocacy organization for respective TA/product and ensure strategic planning for all activities in line with business and function processes.
- Represent function on respective therapy area leadership team and become trusted strategic business partner to TA Head and other relevant internal stakeholders.
- Accountability for securing budget and budget management of respective TA communications and patient advocacy activities by Country P&L and Corporate Affairs. Including governance and compliance of Patient Advocacy grants, sponsorships and TOV reporting, supported by the Patient Advocacy governance lead.
- Oversee media relations strategy and implementation and drive and implement PESO and influencer engagement strategy for respective TA.
- Ensure strong partnership with Policy Public Affairs to develop integrated OGSM frameworks for respective TA to support TA/brand policy, strategies, and tactics.

## Essential Requirements:

- Bachelor's degree or other relevant qualification.
- Many years' experience in diversified communications and patient advocacy.
- Product PR communications, social media strategy and implementation.
- Patient relations, media relations, stakeholder relations, policy.
- Industry/ Business exposure in matrixed organisation.
- Leading medium/large diverse multi-functional teams.
- Exemplifies and drives a data analytics predictive approach; seeks multidirectional insights to understand our environments and customers, and embraces iterative, measurable experimentation and action.
- Crisis, issues and agency management.
- Business and organisational awareness, enterprise perspective.
- Languages: Spanish: Native / English: Advanced

## 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.

## Role Requirements

**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?

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Division

Corporate Affairs

Business Unit

CTS

Location

Spain

Site

Barcelona Gran Vía

Company / Legal Entity

ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.

Alternative Location 1

Spain

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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