

Country Communications & Patient Advocacy Head, Korea

Job ID
REQ-10050962
May 18, 2025
South Korea

Summary

- Drive and execute impact-focused and data-driven country communications and patient advocacy strategies that enhance local organizational reputation and deliver business outcomes across select priority brands. Represents C&PA on the Country Leadership Team as a trusted partner, with a focus on shaping the views and behaviors of internal and external stakeholders, by leveraging data and insights to anticipate what's next and advise the local enterprise. Develop talent and drive performance in alignment with Corporate Affairs and Country Enterprise strategy.

About the Role

Job Responsibilities

- Represents function on Country LT and is a trusted partner to Country President. Leads the Country Communications & Patient Advocacy organization across Corporate Communications and Therapeutic Area Communications & Patient Advocacy, building **data-driven and multidirectional local strategies** to shape business outcomes and to promote and protect the company reputation.
- Provides **counsel to local senior management** on latest communications channels/trends and opportunities to utilize C&PA strategies to contribute to the achievement of business goals. Includes utilization of real-time global and local data to model future trends. Manages relationships with internal and external priority stakeholders helping them change the way they see or think about an issue to enable business outcomes and enhanced corporate reputation.
- Collaborates across teams & units, above brand / functional activities and select geographies as needed, to support fully integrated learning and **interdependent ways of working** that enables delivery of best-in-class comms and patient advocacy delivering business impact and shape the environment.
- Oversees execution of select **Therapeutic Area (TA) communications and patient advocacy** strategies, including strategic partnerships with patient organizations and other stakeholders to shape the external environment. Prioritizes audience mapping and insights-based decision making across TAs. Implements influencer engagement strategy as needed.
- Implements strategic roadmap for **patient advocacy** at country level in partnership with Public Affairs to shape environment and deliver business impact. Informs relevant business partners on patient-driven trends.
- Oversees and drives local **corporate communications** strategy and tactical execution including media relations; policy comms in partnership with Public Affairs; and employee communications to serve our

corporate goals.

- Oversees **executive communications** in alignment with the corporate affairs and country enterprise strategy.
- Accountable for executing communications strategies in the event of issues and crises. Holds primary responsibility for local **NEM communications**.
- Acts as the local **Novartis spokesperson** and represents Novartis across relevant external forums.
- Fosters an environment for team to succeed: embraces a culture of inspired curious and unbossed with integrity. Ensures team is operating in a manner •which **embraces failure and promotes iterative learning**.
- Drives **development and growth for team member** in alignment with Novartis and CA culture - to embrace strategic and progressive mindsets; develop values of interdependency, geographic collaboration and results-orientation.
- Leverages available global skill and capability building in alignment with **Corporate Affairs Strategy**.
- **Accountable for Country C&PA budget**, including allocations from Corporate Affairs and budget allocated by TAs for comms and patient advocacy strategies. Ensures appropriate and ethical dispensing of Patient Advocacy grants and sponsorships.

Key Performance Indicators *(Indicate how performance will be measured: indicators, activities...)*

- Success rate in achieving defined communications & Patient Advocacy and organizational goals outcomes as defined by Country Priorities; Corporate Affairs function planning (OGSMs).
- Leadership & execution of C&PA strategies across TAs and corporate priorities.
- Early identification, management, and resolution of critical issues.
- High quality and relevant strategies/relationships with key media, influencers, patient groups and HCP leaders.
- Demonstration of strategic thinking and collaborative working with Corporate Affairs colleagues across the organization.
- Performance of agencies or vendors.
- Embraces predictive and strategic mindset to be data-driven, engages with stakeholders in a multidirectional manner, role-models an approach of iterative learning and interdependent ways of working.

Essential requirement:

Education: Degree level

Experience: 10+ years diversified communications & patient advocacy experience

- Leadership & executive presence
- Excellent people & communication skills
- Product PR communications, social media strategy and implementation
- Patient relations, stakeholder relations, policy work

- Corporate communications, media relations, IR
- Leading diverse multi-functional teams
- Crisis and issues management

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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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Division

International

Business Unit

Sandoz

Location

South Korea

Site

Seoul

Company / Legal Entity

KR01 (FCRS = KR001) Novartis Korea Limited

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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