

Director, Communications & Patient Advocacy - Therapy Area Lead

Job ID

REQ-10007934

Jul 02, 2024

Switzerland

Summary

Location: Basel, Switzerland - Hybrid About the role: As the Director, Communications & Patient Advocacy - Therapy Area(TA) Lead you will develop and lead the execution of the communications and patient advocacy strategy for one of the four International therapeutic areas, ensuring launch excellence (pre-launch, launch and in-market brands). Your key focus will be on brand and priority brand activities ensuring in market performance of the communications and patient advocacy teams across the top 11 international markets. It will be important to 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 mentality. This role will be part of the leadership team.

About the Role

Key Responsibilities:

- Lead transition of pipeline assets for the respective TA from Science and Innovation Communications and Development Patient Engagement to International TA, including oversight of up to date global and top-country launch sequence and strategy implementation.
- Development and co-creation of TA communication and patient advocacy strategies, KPIs and measurement with Germany, China, Japan and advising in strategy, tracking, implementation and performance management of TA/product brand strategy to other top-11 markets.
- Ensuring systemic implementation of OGSM framework and A&I measures to consistently monitor TA and predict performance management above country and for Top 11 market, in alignment with CA Strategy and Operations and in partnership with Public Affairs.
- 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.
- Represent function on respective Therapy Area Leadership Team and become trusted strategic business partner to TA Head. Providing insights and counsel on the external TA and product environment including the latest communications channels/trends/stakeholder insights.
- Support talent management and growth for International TA Comms & Patient Advocacy team members, removing barriers and creating a great place to work enabling agile and iterative execution.
- Accountability for securing budget and budget management of respective TA strategies by CLS and

Corporate Affairs. Including governance and compliance of Patient Advocacy grants, sponsorships and TOV reporting, supported by the Patient Advocacy governance lead.

- Supervise media relations strategy and implementation, including relationships with media customers, for respective TA in coordination with Corporate Media Relations.
- Ensure strong partnership with Policy Public Affairs to develop integrated OGSM frameworks for therapy areas to support TA/brand policy, strategies, and tactics.
- Implement internal communications for key brand milestones and launch activities in coordination with ED President Corp Affairs.

Essential Requirements:

- Bachelor's degree or other qualification.
- Many years' experiences in diversified communications, patient advocacy and patient relations.
- Demonstrated therapeutic experience.
- Product PR communications, social media strategy and implementation.
- Corporate communications, IR, media relations, stakeholder relations, policy.
- Industry/ Business exposure in matrixed organisation.
- Leading large and/or diverse multi-functional teams.
- Exemplifies and drives a predictive approach; seeks multidirectional insights to understand our environments and customers, and embraces iterative, measurable experimentation and action.
- Crisis, issues and agency management.
- Validated ability to cultivate impactful teams - team leadership and management.
- Ability to prioritise and maximise resources.
- Business and organisational awareness, enterprise perspective.

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contact information. Please include the job requisition number in your message.

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Division

Corporate Affairs

Business Unit

CTS

Location

Switzerland

Site

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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