

Director, Cardiovascular Renal (CRM), US Patient Advocacy

Job ID
REQ-10009869
Jul 02, 2024
USA

Summary

The Director, Cardiovascular Renal (CRM) sets strategy and leads collaboration with relevant Cardiovascular and Renal patient communities to understand unmet needs that inform business strategy, mobilize patients to seek the best care and reduce access barriers.

About the Role

Major accountabilities:

- Build trusted, long-term relationships with patient organizations and communities in focused Cardiovascular and Renal disease areas, centered on two-way communications and collaborations to advance shared priorities
- Partner with patient organizations to educate and mobilize patients to seek optimal care and elevate the voice of the patient to inform decisionmakers in the patient treatment journey, including HCPs, policymakers and payers
- Develop and execute integrated patient advocacy strategies aligned to critical business and corporate priorities based on deep understanding of the patient/carer experience and unmet needs
- Ensure patient/carer insights and implications for launch and growth brands are systematically actioned across corporate affairs and with cross-functional partners
- Lead Patient Advocacy TA team, manage and develop talent
- Represent Novartis at key advocacy events and meetings
- Define priorities for TA grants and sponsorships
- Stay abreast of key environmental and policy issues impacting the company's ability to operate and preemptively drive initiatives and build relationships to shape the environment
- Utilize corporate affairs function analytics and insights framework within scope of work
- Anticipate and manage risk to Novartis and brand reputation; advise business partners and leadership of reputational risk associated with specific activities or strategies
- Monitor and evaluate performance to achieve and maintain best-in-class outcomes, while being fully compliant

- Effectively manage budget and maximize agency ROI

Role Requirements:

- Success rate in achieving desired business objectives and outcomes for specified therapeutic area
- Leadership and functional alignment of strategies, priorities, and objectives across therapeutic area
- Utilization of OGSM framework planning approach with measurable results and assessment of business impact
- Success rate in identification, management, and resolution of critical issues
- Efficient management of resources (agency & grant/sponsorship ROI)

Essential Requirements:

- Bachelor's degree required
- 12+ years of experience in patient advocacy or related discipline with a healthcare and/or pharmaceutical background, prior experience in Cardiovascular or Renal disease areas preferred
- Commercial launch experience
- Development and implementation of integrated plans and projects against business objectives and priorities
- Management of agency partners and budget
- Crisis and issues management

Desirable Requirements:

- Leadership presence and ability to influence across diverse set of matrix cross-functional partners and leaders
- Understanding of US policy landscape

Languages :

- English.

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
Corporate Affairs

Business Unit
CTS
Location
USA
Site
East Hanover
Company / Legal Entity
U061 (FCRS = US002) Novartis Services, Inc.
Functional Area
Communications & Public Affairs
Job Type
Full time
Employment Type
Regular
Shift Work
No
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1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
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