

Corporate Communications & Patient Advocacy Manager

Job ID
REQ-10045634
Jul 07, 2025
Netherlands

Summary

We're a team of dedicated and smart people united by a drive to achieve together. You will execute a comprehensive data-driven communications strategy for Novartis Netherlands and lead the execution of the patient advocacy strategy through above brand and priority brand activities. You will Implement corporate communications and media relations initiatives in support of the organization's corporate reputation and policy objectives in country, collaborating with top tier media, key audiences and patient communities in the local context and identify partnering opportunities and leads activations. You will build strong partnerships with external media, as well as Patient Advocacy, Public Affairs, Value & Access to anticipate external trends and dynamics that inform strategy and proactive engagement.

About the Role

Key Responsibilities:

- Design and implementation of Corporate Strategic Positioning for internal and external audiences. Coordinates and provides specialized expertise, with a focus on media, policy stakeholders, patient communities and associates.
- Drive and implement International corporate, Therapeutic area (TA) /product related communication and patient advocacy strategies, in line with country priorities, and focused on key audiences of media, patient communities and influencers.
- Develops and updates local narrative, creates innovative communication tools and builds storytelling to align local internal and external messaging.
- Provides strategic guidance to internal stakeholders including regular exchange with local senior management on the positioning strategy and tactics related to use of social media, proactive media relations, crisis management and key associate engagement milestones.
- Collaborates with cross-functional teams to ensure consistency across digital channels (websites, social media, email campaigns, etc.) targeting internal and external stakeholders.
- Monitors media, industry trends and best practices to identify opportunities for increased stakeholder engagement. Develops key performance indicators (KPIs) and metrics to evaluate the effectiveness of communication strategies.
- Explores and implements AI technologies to enhance communication strategies and processes.

What you'll Bring to the role:

Essential Criteria:

- Diversified communications experience including media relations & social media in a regulated industry

- Experience partnering with Senior Managers/Leaders
- Associate engagement / internal communications
- Excellent written and verbal communication skills
- Fluency in English and Dutch is imperative

Desirable Criteria:

- Experience of Patient Advocacy & Patient acumen.
- Previous experience in Pharma industry.
- Policy communications experience working in a matrixed organization
- Creative skills i.e. graphic design, video production etc

Why Novartis? Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

Join our Novartis Network:

If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

Commitment to Diversity & Inclusion: The Novartis Group of Companies are Equal Opportunity Employers and take pride in maintaining a diverse environment. We do not discriminate in recruitment, hiring, training, promotion or other employment practices for reasons of race, color, religion, gender, national origin, age, sexual orientation, gender identity or expression, marital or veteran status, disability, or any other legally protected status. We are committed to building diverse teams, representative of the patients and communities we serve, and we strive to create an inclusive workplace that cultivates bold innovation through collaboration and empowers our people to unleash their full potential.

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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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>

Division

Corporate Affairs

Business Unit

Universal Hierarchy Node

Location

Netherlands

Site

Amsterdam

Company / Legal Entity
NL08 (FCRS = NL008) Novartis Pharma NL
Functional Area
Communications & Public Affairs
Job Type
Full time
Employment Type
Regular
Shift Work
No
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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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