

# Manager, Patient Advocacy

Job ID

REQ-10057092

Jul 07, 2025

Japan

## Summary

With the Head of Patient Advocacy, design and drive execution of an integrated patient advocacy strategy in Therapy Areas(TA) and Above Brand to create an optimal environment to foster relevant legislative and frame conditions for patient access to Novartis innovations in Japan. Providing strategic direction to our business partners, seamlessly connected with interdependency with Country TA teams, TA communication, Patient Solutions, Public Affairs and Value and Access, this role will deliver country patient advocacy actions and drive patient activation by leveraging insights & analytics based on data modeling of the external environment and to predict stakeholder views, needs and behaviors. Builds long term engagement plans for patient communities, patient support communities, patient influencers and advocacy groups, relevant key industry groups and communities in service on mutually beneficial goals and builds beneficial relationships.

## About the Role

### Major accountabilities:

- **Under the Head of Patient Advocacy ,in partnership with TA, TA Communications, Corporate Communications, Public Affairs, Value & Access, and key internal stakeholders, develop and implement strategic patient advocacy plan and key stakeholder relation building plan to help deliver strengthened corporate reputation, enhance our advocacy and policy efforts, and drive patient activation for the business growth within Japan for relevant TA.**
- **Be an indispensable partner to the stakeholders through developing and executing an audience-insight led, innovative and data-based PA strategy for prioritised business area and above-brand corporate perspectives.**
- **Work closely with TA communications and Corporate**

**communications team on aligned objectives.**

- With Head of PA, conduct stakeholder mapping nationwide and strategically build, manage, enhance relationship with patient organizations and relevant groups to efforts across the country and ensure strategic management of relationships between patient organizations and relevant groups so that it benefits our medicines life cycle management in line with business objectives. Also shape the environment to address healthcare system issues, influence access policies, and advocate for patient needs within the healthcare ecosystem.**
- Identify opportunities and co-create solutions with patient communities and relevant groups to enhance the health literacy of patients and caregivers to address the unmet needs in their treatment journey.**
- Drive best practices sharing that deliver and inspire a shift to embrace failure and learning, and to become a predictive function which delivers meaningful and mutually beneficial impact for the patient communities we serve as well as for our business.**
- Build and cross-functionally embedded recommendations of programmatic approach to engage with patient organizations and relevant groups.**
- Approach to business leaders and partners, C&PA, Public Affairs and V&A teams, with a focus on strategic partnerships and coalitions.**
- Establish and maintain partnerships with patient communities and patient support communities, advocacy groups, in service of shaping the environment to address HC systems issues, overall access policies, representing the needs of patients within the HC**

**ecosystem.**

- . Identify opportunities to amplify Novartis' commitment to patients and caregivers to shape the healthcare environment and enhance Novartis reputation.**
- . Ensure understanding of Brand TA priorities and effectively shape strategy and coordinate with tactical decisions with TA communications for country activities.**
- . Partnering with Corporate Communications and Corporate Affairs colleagues, ensure sound management of issues.**
- . Follow and shape guidance for compliant governance and processes to engage with patient organizations and relevant groups.**
- . Budget building of respective brand's patient advocacy strategies. Including governance and compliance of Patient Advocacy grants, sponsorships and reporting.**
- . Execution to achieve Objectives/Goals/Strategies/Measures framework, KPIs and Analytic& Insight measures to consistently monitor and predict and conduct performance management in alignment with International CA Strategy and Japan business objectives.**

**Ideal Background (*State the minimum and desirable education and experience level*)**

**Education:**

- . Bachelor's degree or above**

**Experience:**

- . #+ years healthcare-industry experience including 3+ years**

**diversified patient relations, patient advocacy.**

- . Understanding of HC systems in Japan**
- . Ability for policy discussions on health care systems, pharma industry and patient community**
- . Collaboration with relevant functions including communication, public affairs and medical.**
- . Medical/Product/Disease Area Knowledge and Launch Excellence**
- . Ability to detect crisis and issues at early stage**

#### **Skills:**

- . Influencing and collaboration capability.**
- . Provide direction, delegating and removing obstacles to get work done.**
- . High strategic partnering skills with proven ability to engage and influence stakeholders both internal and external.**
- . Ability to prioritize & maximize resources.**
- . Excellent people & communication skills,**
- . Business and enterprise perspective.**
- . Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.**
- . Business level Japanese and English**
- . Strong business acumen**

**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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<https://talentnetwork.novartis.com/network>. You can follow us via Novartis Recruitment WeChat Official Account and Novartis Recruitment WeChat Video Account.

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Division

Corporate Affairs

Business Unit

Universal Hierarchy Node

Location

Japan

Site

Toranomon (NPKK Head Office)

Company / Legal Entity

JP05 (FCRS = JP005) Novartis Pharma K.K.

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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