

Therapy Area Communications & Patient Advocacy Manager

Job ID
REQ-10026493

11月 14, 2024

Spain

摘要

Location: Barcelona or Madrid, Spain

About the role:

As the Therapy Area(TA) Communications & Patient Advocacy Manager you will lead the execution of the communications and patient advocacy strategy for some assets in one of the four International therapeutic areas, ensuring launch excellence (pre-launch, launch and in-market brands) through above brand and priority brand activities and ensuring the performance of the assigned products communications and patient advocacy activities at country level.

You will focus on shaping the future environment, using real-time data to inform strategies and tactics, model trends, and anticipate future developments. This predictive mindset will drive internal and external impact through innovative ways of working.

About the Role

Key Responsibilities:

- Drive and implement the therapy area, product communication and patient advocacy strategy for respective TA focused on priority pre-launch, launch and in market brands.
- Manage proactively interdependence with International TA Communications and Patient Advocacy team, including oversight of up to date global and country launch sequence and strategy implementation.
- Exemplifies and drives a predictive mindset; seeking multidirectional insights to understand our environments, our stakeholders and the target audience, and embraces iterative, measurable experimentation and action.
- Implementation of TA communication and patient advocacy strategy, KPIs and measurement of the impact. Ensure systemic implementation of OGSM framework and A&I measures to consistently monitor TA goals outcomes and predict performance management, in alignment with Corporate Affairs Strategy and Operations and in partnership with Public Affairs.
- Strategic counsel and best practice sharing across the local team and at regional level for communications & patient advocacy, including, insights, measurement and execution learnings.
- 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.
- Establish a strong collaboration with other Leads and Managers at country and regional level to ensure full awareness and understanding of country TA team performance and strategic alignment with business.
- Implement prelaunch/ launch/in market excellence in line with country priorities and International TA Communication & Patient Advocacy organization for respective TA/product and ensure strategic planning for all activities in line with business and function processes.
- Represent function on respective therapy area leadership team and become trusted strategic business partner to TA Head and other relevant internal stakeholders.
- Accountability for securing budget and budget management of respective TA communications and patient advocacy activities by Country P&L and Corporate Affairs. Including governance and compliance of Patient Advocacy grants, sponsorships and TOV reporting, supported by the Patient Advocacy governance lead.
- Oversee media relations strategy and implementation and drive and implement PESO and influencer engagement strategy for respective TA.
- Ensure strong partnership with Policy Public Affairs to develop integrated OGSM frameworks for respective TA to support TA/brand policy, strategies, and tactics.

Essential Requirements:

- Bachelor ' s degree or other relevant qualification.
- Many years ' experience in diversified communications and patient advocacy.
- Product PR communications, social media strategy and implementation.
- Patient relations, media relations, stakeholder relations, policy.
- Industry/ Business exposure in matrixed organisation.
- Leading medium/large diverse multi-functional teams.
- Exemplifies and drives a data analytics predictive approach; seeks multidirectional insights to understand our environments and customers, and embraces iterative, measurable

experimentation and action.

- Crisis, issues and agency management.
- Business and organisational awareness, enterprise perspective.
- Languages: Spanish: Native / English: Advanced

Benefits and rewards:

Read our handbook to learn about all the ways we 'll help you thrive personally and professionally:

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部门
Corporate Affairs

Business Unit
CTS

地点
Spain

站点
Barcelona Gran V í a

Company / Legal Entity
ES06 (FCRS = ES006) Novartis Farmac é utica, S.A.

Alternative Location 1
Madrid Delegaci ó n, Spain

Functional Area
Communications & Public Affairs

Job Type
Full time

Employment Type
Regular

Shift Work
No

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