

Senior Communications & Patient Advocacy Manager

Job ID
REQ-10030342

11月 19, 2024

Colombia

摘要

The Communication & Public Affairs Senior Manager will be responsible for developing and implementing an integrated 360 communication and patient advocacy initiatives for the key therapeutic areas.

The position will also lead both internal and external communication activities and create meaningful strategies to help engage internal and external stakeholders such as patient advocacy groups, media, Key Opinion Leaders (KOLs), scientific societies, policy makers among others, through diverse of channels.

About the Role

Your responsibilities:

Your responsibilities include, but are not limited to:

- Develop and implement comprehensive external communication and patient advocacy strategies that enhance the company ' s key priorities.
- Oversee the company ' s disease awareness campaigns and coordinate with marketing, medical and public affairs teams to ensure synergic alignment with overall business strategies and objectives.
- Management of internal communication plans and associate engagement strategies in partnership with the People & Organization team.
- Act as a strategic business partner bringing to the life a predictive and enterprise mindset, data and trends approach, KPIs and performance tracking.
- Manage agencies and other external vendors to secure maximum return on investment, impact measurement, operational excellence and business impact.
- Manage day-to-day strategic and operational business matters, including budget and resource allocation tracking; follow-up to third parties ' agreements; create and implement the local communication governance and report to the local and regional teams the transfer of value expenses according to the timelines.
- Deploy Patient Advocacy strategy in alignment with business and corporate priorities, ensuring integration of patient ' s insights / voice across the board.
- Manage the implementation of Communication policies, trainings and processes to ensure consistency of Novartis brand position.

Major Accountabilities for Patient Advocacy

- Work collaboratively cross-divisionally and /or cross-functionally to bring in critical patient insights to inform corporate and brand strategies and key decisions.
- Develop and implement a comprehensive Patient Advocacy strategy, ensuring that the company establishes strong, sustainable and impactful relationships with patient organizations / Patient KOLs (Key Opinion Leaders).
- Drive all patient advocacy activities in assigned areas and build a patient centric reputation for Novartis
- Create and bring forward innovative approaches to partnering with patient groups /forums, including engagement in areas of strategic alignment

What you ' ll bring to the role:

- At least 7 years of strategic and operational experience in communications, advocacy, within the pharmaceutical industry is required
- Bachelor ' s degree in communications, journalism, public relations is required. Advanced degree is a plus.
- negotiation skills and budget execution knowledge is a must.
- Excellent verbal and written communication skills (In Spanish and English)
- Ability to work independently and with peers at across functional areas.

Languages

- Spanish (Native | Bilingual)

- Advanced English

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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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部门
Corporate Affairs

Business Unit
CTS

地点
Colombia

站点

Bogota (Pharmaceuticals / GDD / NTO / CTS)

Company / Legal Entity

CO01 (FCRS = CO001) Novartis de Colombia S.A

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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