

## Manager, TA Patient Advocacy

Job ID  
REQ-10032792

2月 16, 2025

China

### 摘要

Execution of the patient advocacy strategy within one of the four International therapeutic areas, ensuring launch excellence through above brand and priority brand activities aligned with the integrated TA strategy in China.

### About the Role

#### Job Responsibilities

- Implementation of patient advocacy strategy in collaboration with range of teams internally and externally to support business objectives to achieve patient and healthcare system impact.
- Enable execution of activities and partnerships of patient advocacy in TAs in China.
- Build and enhance partnerships with patient communities and groups.
- Ensure collaborative relationships with TA MKT, Medical, Value & Access, PA and

International Patient Advocacy.

- Execution of activities and programs with an understanding of the key audiences and business needs to support pre-launch and growth priority brands.
- Utilize CA function analytics and insights framework to monitor, track and map performance.
- Stay abreast of key environmental and policy issues impacting the company ' s ability to operate in China, and of broader media relations strategy and implementation.
- Implementation and adherence to required systems and processes related to patient advocacy activities e.g. grants and sponsorships, ToV reporting.
- Support to manage TA/product related issue and crisis
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.

Education:

- Degree level

Experience:

- 5+ years or more of experience in communications/patient advocacy preferably with a healthcare or pharmaceutical background.
- Experience in insight generation is a plus
- Budget management
- Understanding of diverse policy landscapes
- Product PR communications, social media strategy and implementation
- Crisis and issues management

Skills:

- Excellent written and verbal communication skills
- Excellent oral and written English and Chinese
- Excellent people & communication skills
- Ability to navigate complexity
- Business and organizational awareness, enterprise perspective

\*OGSM stands for Objectives, Goals, Strategies, and Measures. It is a strategic planning framework used to define and track measurable goals and actions to achieve an objective.

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

<https://talentnetwork.novartis.com/network>

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>

部门

Corporate Affairs

Business Unit

CTS

地点

China

站点

Shanghai (Shanghai)

Company / Legal Entity

CN14 (FCRS = CN014) China Novartis Institutes for BioMedical Research Co., Ltd.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

[Apply to Job](#)

## Accessibility and accommodation

Novartis is committed to working with and providing reasonable accommodation to individuals with disabilities. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in order to perform the essential functions of a position, please send an e-mail to [diversityandincl.china@novartis.com](mailto:diversityandincl.china@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.



Job ID

REQ-10032792

## Manager, TA Patient Advocacy

[Apply to Job](#)

---

**Source URL:**

<https://prod1.novartis.com.cn/careers/career-search/job/details/req-10032792-manager-ta-patient-advocacy>

**List of links present in page**

1. <https://www.novartis.com/about/strategy/people-and-culture>
2. <https://talentnetwork.novartis.com/network>
3. <https://www.novartis.com/careers/benefits-rewards>
4. <https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10032792>
5. <mailto:diversityandincl.china@novartis.com>
6. <https://platform.moseeker.com/m/customize/page/novartis?jobnumber=REQ-10032792>