

Head of Communications & Patient Advocacy, Germany (m/f/d)

Job ID
REQ-10075233

4月 13, 2026

Germany

摘要

#LI-Hybrid
Location: Munich, Germany

Lead and drive implementation of impact-focused communications and patient advocacy strategies that enhance Novartis Germany's corporate reputation and shape business outcomes across priority brands engaging with media, patient communities, influencers and associates as key audiences. Represent the function on the Country Leadership Team (CLT) as a trusted partner and counselor, leveraging real time data to model trends and anticipate what's next. Develop talent and drive performance in alignment with Corporate Affairs and Country Enterprise strategy.

About the Role

Key responsibilities:

- Represents function on CLT and is a trusted partner and counselor to Country President. Leads the country Communications & Patient Advocacy (C&PtA) organization across key areas of Corporate Communications and Therapeutic Area (TA) Communications & Patient Advocacy, using data-driven and multidirectional strategies to shape business outcomes and to promote and protect the company reputation.
- Provides counsel to business partners on latest communications channels/trends and opportunities to utilize C&PtA strategies to contribute to the achievement of business goals. Includes utilization of real-time global and local data to model future trends. Manage relationships with internal and external key stakeholders helping them change the way they see or think about an issue to enable business outcomes.
- Ensures collaboration across teams & units, above brand / functional activities and across geographies, to support fully integrated learning and interdependent ways of working that enables delivery of best-in-class comms and patient advocacy delivering business impact and shape the environment.
- Oversee execution of TA communications and patient advocacy strategy across team, including strategic partnerships with patient organizations and other stakeholders to shape the external environment. Prioritize audience mapping and insights-based decision making across TAs. Implement influencer engagement strategy as needed.
- Oversee and drive local corporate communications strategy including media relations; policy communications in partnership with Public Affairs; and people & culture communications to serve our corporate strategy, position Novartis Germany as a thought leader and an employer of choice. Utilize real-time data to partner with Public Affairs on relevant inflection points that require amplification of our policy efforts. Craft impactful messaging and implement successful earned and paid media tactics to support advocacy efforts.
- Accountable for executing communications strategies in the event of issues and crises.
- Acts as the local Novartis spokesperson and represents Novartis across relevant external forums and working streams including communications teams in local trade associations and other cross-industry partnerships.
- Drive talent management and growth for team members in alignment with Novartis and Corporate Affairs culture and priorities - to embrace strategic and progressive mindsets; develop values of interdependency, geographic collaboration and results-orientation; drive AI fluency.
- Accountable for Country C&PtA budget, including allocations from Corporate Affairs and budget allocated by TAs for comms and patient advocacy strategies. Ensure appropriate and ethical dispensing of Patient Advocacy grants and sponsorships.

Essential Requirements:

- University degree
- Significant diversified communications & patient advocacy experience
- Experience in corporate communications, media relations, crisis and issues management, product PR communications, social media strategy and implementation as well as patient relations, stakeholder relations, policy work
- Leadership experience, executive presence paired with the proven ability to cultivate high performing teams
- Ability to prioritize & maximize resources
- Business and organizational awareness, enterprise perspective
- Proficiency in German and English (written and spoken)

Commitment to Diversity & Inclusion:

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

Adjustments for Applicants with Disabilities:

The law provides for severely disabled / equal applicants the opportunity to involve the local representative body for disabled employees (SBV) in the application process. If you would like to request this, please let us know in advance as a note on your CV.

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally. [Read our handbook \(PDF 30 MB\)](#)

部门
Corporate Affairs

Business Unit
Corporate & Division Services

地点
Germany

站点
Munich (Non-Sales Force) (Novartis Pharma GmbH)

Company / Legal Entity
DE14 (FCRS = DE014) Novartis Pharma GmbH

Alternative Location 1
Nuremberg (Non-Sales Force) (Novartis Pharma GmbH), Germany

Functional Area
Communications & Public Affairs

Job Type
Full time

Employment Type
Regular

Shift Work
No

```
var config = { targetId: "kalturaplayer69fb39fb1da32527610598", provider: { widgetId:
"10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause:
false, allowMutedAutoPlay: false, loop: false }, sources: { options: {}, startTime: 0 }, plugins: {},
sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true,
showSpeedMenu: false }, css : "/modules/custom/arcticnckalturaaddon/css/kalturavideo.css",
components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback',
'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get:
KalturaPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if
(KalturaPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if
(KalturaPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", //
Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default:
alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled:
false, printDisabled: false, disable: true }; } if (KalturaPlayer.plugins["preventSeek"]) {
config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; }
config.plugins.floating = { disable: true }; if (KalturaPlayer.plugins["navigation"]) {
config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible:
false }; } if (KalturaPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; }
if (KalturaPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if
(KalturaPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if
(KalturaPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents =
[]; if (KalturaPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {};
config.plugins.googleTagManager.customEventsTracking = {};
config.plugins.googleTagManager.containerId = 'GTM-57RJQ5';
config.plugins.googleTagManager.customEventsTracking.custom = [];
config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents:
false, playlistEvents: false, castEvents: false } }; }
```

```
try { var kalturaPlayer = KalturaPlayer.setup(config); // Add the player to the global array. if (typeof kalturaPlayerVideos !== 'undefined') { kalturaPlayerVideos.push(kalturaPlayer); } else { var kalturaPlayerVideos = []; kalturaPlayerVideos.push(kalturaPlayer); } // Load the Player for other media. kalturaPlayer.loadMedia({entryId: "1_dgfvmafo"}); } catch (e) { console.error(e.message) }
```

Novartis is committed to building an outstanding, inclusive work environment and diverse team's representative of the patients and communities we serve. Hiring decisions are only based on the qualification for the position, regardless of gender, ethnicity, religion, sexual orientation, age and disability. The law provides for severely disabled / equal applicants the opportunity to involve the local representative body for disabled employees (SBV) in the application process. If you would like to request this, please let us know in advance as a note on your CV.

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