

Therapeutic Area Representative (Oncology)

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REQ-10084782
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Тунис

Сводка

The Oncology Therapeutic Area Representative is responsible for executing the in-field commercial strategy for assigned oncology brands within a defined territory. The role focuses on high-quality customer engagement, effective execution of brand and tactical plans, generating demand, and delivering agreed business objectives. The Oncology Therapeutic Area Representative serves as a trusted partner to oncology healthcare professionals (HCPs), supporting scientific exchange and appropriate product use while operating in full compliance with Novartis policies, ethical standards, and local regulatory requirements.

About the Role

Major Accountabilities

- Execute the ICE field execution framework by:
 - Segmenting customers according to company standards (e.g., via ViP tool).
 - Applying value-based tiering.
 - Using tailored promotional content and key messages based on customer segments.
 - Adhering to data-driven call plan recommendations (e.g., via IDS+).
 - Consistently deploying personalized omnichannel customer journeys enabled by global digital tools (e.g., RepAI, IDS+, OnCore, Veeva, etc.).
 - Timely documenting customer interactions and visits.
- Deliver high-quality, compliant promotional activities and customer engagements aligned with oncology brand and Therapeutic Area (TA) strategies by:
 - Applying approved messages through the 6 Impact Behaviors (6IBs) selling model.
 - Leveraging technology-enabled solutions to enhance customer engagement (e.g., RepAI, IDS+, OnCore, Veeva CRM, etc.).
 - Continuously improving execution quality through coaching feedback, field effectiveness assessments (STEM), and performance insights (e.g., BEST, C360) in collaboration with the Area Manager and/or TA Lead.
- Act as a trusted **Oncology Therapeutic Area Partner** to oncologists and other oncology stakeholders by communicating clinical evidence, treatment guidelines, real-world insights, and appropriate product use to support optimal patient outcomes.
- Develop and maintain strong professional relationships with oncology healthcare professionals, cancer centers, key accounts, and multidisciplinary care teams within the territory.
- Maximize the use of technology-enabled support systems, including "next best action" recommendations, to improve customer engagement effectiveness.
- Gather, analyze, and share field insights regarding oncology treatment practices, patient pathways, market dynamics, competitor activities, customer needs, and territory opportunities to support strategic decision-making.
- Participate in oncology congresses, local scientific meetings, advisory boards, and promotional activities in compliance with governance standards.
- Collaborate cross-functionally with Oncology Marketing, Medical Affairs, Value & Access, Business Excellence, and other key partners to deliver a seamless customer experience.
- Operate in full compliance with Novartis policies, ethical standards, pharmacovigilance requirements, and local regulatory guidelines.

Ideal Background

Education

- University degree in Life Sciences, Pharmacy, Medicine, Business, or a related field.

Languages

- Country language required.
- English preferred.

Experience / Professional Requirements

Relevant Experience

- Proven experience in the pharmaceutical, biotechnology, or healthcare industry.
- Experience in **Oncology** is strongly preferred.
- Strong understanding of oncology disease areas, treatment landscapes, clinical data interpretation, and patient journeys.
- Demonstrated ability to build and maintain relationships with oncologists, hematologists, pharmacists, and other healthcare stakeholders.
- Strong customer engagement and stakeholder management skills.
- Ability to effectively execute personalized omnichannel customer engagement strategies.
- Commercial mindset with strong execution and accountability.
- Analytical skills with the ability to interpret data, insights, and KPIs to drive performance.
- Excellent communication, presentation, and scientific discussion skills.
- Ability to work independently while collaborating effectively across cross-functional teams.
- Demonstrated proficiency in leveraging digital and AI-enabled tools as part of daily work.
- High standards of integrity, ethics, compliance, and patient-centricity.

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?

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

Дивизион
International
Business Unit
Sales
Место
Тунис
Сайт
Tunis
Company / Legal Entity
TNP0 (FCRS = CH024) Novartis Pharma Services
Functional Area
Продажи
Job Type
Full time
Employment Type
Regular (Sales)
Shift Work
No

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