NOVARTIS

# TA Representative

Job ID
REQ-10089523
Окт. 08, 2026
Литва

### Сводка

The Therapeutic Area Representative (CRM - Cardio) is responsible for supporting country and therapeutic area functions in executing the in-field tactics for assigned priority brands within a defined territory. The role focuses on high-quality external stakeholder engagement with proactive territory and account business planning, customer solution development, and responsible management of allocated resources. The TA Representative contributes field insights and customer expertise to the co-creation of sales and marketing strategies, identifies new business opportunities, and delivers agreed field and account performance objectives, in line with Novartis policies, ethical standards, and compliance requirement.

### About the Role

**Major Accountabilities**

- Execute the field execution framework by:
- Deliver high-quality, compliant product promotion in-field activities and external stakeholder's engagements, in alignment with brand and TA engagement tactics in line with local compliance guidelines by:
- Develop, maintain, and execute formal Key Account Plans for assigned priority accounts, with clear objectives, stakeholder mapping, activities, resources, milestones, and success measures; regularly review progress and implement corrective actions as needed
- Act as a trusted therapeutic area partner to HCPs, explaining clinical data, evidence, and appropriate product use leveraging product, disease-area, account and competition knowledge.
- Maximize technology enablement support systems, e.g. "next best action" proposals, and digital/AI tools & ICE, to improve stakeholder engagement, account planning, and execution impact.
- Collect, interpret, and share field insights on best practices, external stakeholders need, best practices, market dynamics, competitor activity, and territory needs and priorities, to inform cross-functional decisions and plan adjustments.
- Participate in or contribute to local events, meetings, and promotional activities in compliance with governance standards.
- Identifies opportunities to optimize promotional activities and develops a specific action plan to enhance long-term performance of account and in assigned territory.
- Collaborate cross-functionally with TA Brand Manager, Medical TA, Value & Access, and Execution Excellence partners.
- segmenting external stakeholders according to company standards,
- using tailored promotional content and key messages by segment audience in the format aligned with local compliance guidelines,
- adhering to data driven call plans suggestions,
- consistently deploying personalized omnichannel stakeholders journeys enabled by global International digital tools (e.g., OnCore,Veeva, ICE, etc.),
- adhere to the agreed target number of visits and their frequency and reporting timelines,
- timely documenting external stakeholders' visits.
- applying approved messages,
- leveraging technology enablement to enhance external stakeholder engagement (e.g. OnCore, Veeva, CRM, ICE, etc.),
- continuously improving execution quality through building on coaching feedback inputs and performance insights with respective area manager and/or TA Lead.
- Own proactive territory and account business planning by assessing account potential, stakeholder needs, customer networks, local market dynamics, and competitive activity; translate these insights into prioritized objectives and action plans.
- Create customized, sustainable, and compliant strategic customer solutions that address validated account or stakeholder needs and support improved customer, patient, healthcare-system, and business outcomes.
- Co-create sales and marketing strategies, campaigns, and tactical plans with the TA Lead, Brand Manager, Medical, Value & Access, Execution Excellence, and other relevant partners by contributing customer insights, account priorities, field experience, and execution recommendations.
- Role model Novartis Values & Behaviors through patient-centricity, integrity, accountability, and collaboration.
- Demonstrate curiosity and a growth mindset by continuously learning, seeking diverse perspectives, and applying new insights in daily work.
- Contribute to a high performing, unbossed culture by building strong partnerships, sharing best practices, and supporting team success.
- Operate fully in line with country and therapeutical area guidance, Novartis policies, ethical standards, and local regulatory requirements, adhere to applicable legislation, SOPs, adverse event reporting requirements, and other relevant compliance obligations.
- Perform other job-related duties and responsibilities as required by the organization and/or OPM, in line with the employee's qualifications, competencies, and professional experience

## Key Performance Indicators

- Achievement of field, territory, account, and brand performance objectives
- Quality and execution of territory business plans and formal Key Account Plans, including delivery against defined milestones and KPIs.
- Quality and effectiveness of external stakeholders interactions, including adherence to 6IBs model and personalized omnichannel external stakeholders engagement
- Coverage and frequency against suggested call plans

- Adherence to compliance, reporting, and CRM standards
- Quality and business relevance of insights provided to cross-functional teams
- Progress on field effectiveness assessment (incl Capability building requirements)
- Adherence to field tactics guidelines
- Completed product and disease knowledge tests (if applicable)

**We Offer**:

Base pay starting from: 48k - 70k

Bonus system as per Company guideline

Other applicable benefits

**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)

Primary location salary range
€0.00 - €0.00
Дивизион
International
Business Unit
Marketing
Место
Литва
Сайт
Lithuania
Company / Legal Entity
LTP2 (FCRS = LV001) SIA Baltics, Lithuanian
Functional Area
Продажи
Job Type
Full time
Employment Type
Regular (Sales)
Shift Work
No

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