NOVARTIS

Senior Manager/Associate Director, TA Communications & Patient Advocacy

Job ID
REQ-10084873
Авг. 02, 2026
Китай

Сводка

Develop and lead the execution of communication and patient advocacy strategy for one of the four key therapeutic areas, ensuring launch excellence and patient advocacy of priority brands and ensuring performance of the communication & patient advocacy team.
With a focus on shaping the future environment and using real time data to inform strategies and tactics, model trends and anticipate what's next to support a predictive mindset.

About the Role

Major accountabilities:

- Develop and implement product comms and patient advocacy strategy for respective TA with a focus on patient communities, influencers and media.
- Represent function on respective TA LT and become trusted strategic business partner to TA Head.
- Work with Public Affairs and cross functional teams, incl. Value Access, Medical Affairs and Commercial to strategically integrate communication and patient advocacy programs in broader brand plans
- Provide insights and counsel on the external TA and product environment including latest communication channels/trends/stakeholder insights and opportunities to contribute to the achievement of business goals and objectives
- Keeps an eye on competitors' activities and adjust our plan and activities as needed
- Leverage data and insights to inform program ideation and strategic planning, and to measure impact
- Accountability for securing budget and budget management of respective TA comms and patient advocacy strategies.
- Oversee media relations strategy and implementation, including relationships with media for respective TA, sharing accountability for promoting and protecting the company reputation in coordination with Corporate Communications.
- TA/product issues and crisis management for respective TA.

Key performance indicators:

- Ability to design an impactful communications and patient advocacy strategy which defies established practices and breaks category norms.
- Success rate in achieving defined communications & patient advocacy and organizational goals outcomes as defined utilizing the CA function planning (OGSM) and A&I framework.·
- Put in place Predictive data and analytics to generate data-driven TA comms & patient advocacy plans.
- Can handle sensitive and confidential material with discretion, professionalism and maturity
- High quality relevant strategies/relationships with key media, influencers and patient groups in TA
- Demonstration of strategic thinking and collaborative working with the business and cross-function colleagues

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)

Дивизион
Corporate Affairs
Business Unit
Communications
Место
Китай
Сайт
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

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 and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

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