NOVARTIS

TA Representative

Job ID
REQ-10088766
Окт. 08, 2026
Латвия

Сводка

The Therapy Area Representative CRM/Imm/NS 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 requirements.

About the Role

Major Accountabilities:

- Execute the field execution framework by:
  - segmenting external stakeholders according to company standards,
  - using tailored promotional content and key messages by segment audience,
  - adhering to data driven call plans suggestions,
  - consistently deploying personalized omnichannel stakeholders journeys enabled by global International digital tools (e.g., OnCore,Veeva, etc.),
  - adhere to the agreed target number of visits and their frequency and reporting timelines,
  - timely documenting external stakeholders visits.
- Deliver high-quality, compliant product promotion in-field activities and external stakeholders engagements, in alignment with brand and TA engagement tactics and by:
  - applying approved messages,
  - leveraging technology enablement to enhance external stakeholder engagement (e.g. OnCore, Veeva, CRM, etc.),
  - continuously improving execution quality through building on coaching feedback inputs and performance insights with respective area manager and/or TA Lead.
- Own territory and account execution planning by assessing account potential, stakeholder needs, customer networks, local market dynamics and competitive activity; translate insights into prioritized engagement plans and actions.
- Develop and execute Key Account Plans for assigned priority accounts, ensuring appropriate stakeholder mapping, activities, milestones and success measures.
- Identify account opportunities and contribute to compliant customer solutions that address validated stakeholder needs and support customer and patient outcomes.
- Contribute customer insights, account priorities, field experience and execution feedback to support the development of brand tactics, campaigns and engagement plans in collaboration with the TA Lead, Brand Manager and cross-functional partners.
- 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, to improve stakeholder engagement, account planning, and execution impact.·
- Collect, interpret, and share field insights on best practices, external stakeholders needs, 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.
- 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.

Key Performance Indicators:

- Sales revenue and revenue growth in designated accounts
- Operating budget for designated key accounts (Budget, Cost, Sales, etc.)

We offer:

Base pay from 40k - 58k EUR gross annually

Bonus as per Company guideline

Other 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
Sales
Место
Латвия
Сайт
Latvia
Company / Legal Entity
LV01 (FCRS = LV001) SIA Baltics, Latvia
Functional Area
Продажи
Job Type
Full time
Employment Type
Regular (Sales)
Shift Work
No

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