

## Manager, Therapeutic Area Communications

Job ID  
REQ-10056269

7月 14, 2025

Switzerland

### 摘要

Play a key role in driving impactful communications across one of our four International Therapeutic Areas (TAs). You ' ll help bring our integrated TA strategy to life—spanning communications, patient advocacy, and public affairs – by supporting launch excellence and delivering high-impact, above-brand and priority brand initiatives. Your work will empower communications and patient advocacy teams across our top 11 international markets, helping them perform at their best and make a real difference for patients worldwide.

#Hybrid  
Location: Basel, Switzerland

### About the Role

Key Responsibilities:

- Support the implementation of TA/product brand internal & external communications strategy in collaboration with range of teams internally and externally.
- Support alignment of activities as part of integrated Corporate Affairs plan.
- Enable execution of activities and partnerships within top-11 priority markets.
- Maintain collaborative relationships with key functions and partners within International TAs - including marketing, medical, value and access.
- Support the implementation of branded and non-branded communications strategies, patient engagement (PE) and activation, disease awareness, therapy area narratives, across all media channels including social, to support business objectives to achieve patient and healthcare system impact.
- Execution of activities and programs with an understanding of the key audiences and business needs to support pre-launch and growth priority brands.
- Supports the team in utilizing CA function analytics and insights framework to monitor, track and map performance across Top 11.
- Manage media strategy, newsflow and congress activity.
- Stay abreast of key environmental and policy issues impacting the company's ability to operate in International geographies, and of broader media relations strategy and implementation.
- Work with agency partners to deliver strategic relevant and innovative programs for stakeholders.
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.

#### Essential Requirements:

- Relevant degree (e.g. Marketing, Communications or similar).
- Proficiency in English required – spoken & written, other languages is an asset.
- Demonstrated experience gained in Communications preferably within Commercial healthcare.
- Experience working with commercial products, ideally TA Communications for Oncology.
- Demonstrated ability to collaborate across functions in a matrix organization.
- Experience in Agency partnership and budget management is required.
- Good Understanding of diverse policy landscapes
- Product commercial communications experience including social media strategy and implementation is required.
- Ability to deal with highly complex environment
- Good analytical skills linked with predictive mindset.
- Strong business partnering experience.

#### Commitment to Diversity & Inclusion:

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

#### Accessibility and accommodation:

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in any order to receive more detailed information about essential functions of a position, please send an e-mail to [inclusion.switzerland@novartis.com](mailto:inclusion.switzerland@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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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>

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部门  
Corporate Affairs

Business Unit  
CTS

地点  
Switzerland

站点

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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