

Senior Manager, TA Communications & Patient Advocacy

Job ID
REQ-10060182

9月 04, 2025

Switzerland

摘要

Lead innovative and impactful communications and patient advocacy for our Cardiovascular, Renal & Metabolic (CRM) Therapeutic Area across key international markets. Drive forward-thinking strategies that support brand launches and boost market impact in our top 11 global markets. Collaborate across functions to harness real-time insights, adapting approaches in a fast-evolving external landscape.

Location: Basel, Switzerland
#Hybrid

About the Role

Key Responsibilities:

- Lead and implement innovative CRM therapy area and product communications and patient advocacy strategies, with a focus on digital-first, data-driven campaigns that support pre-launch, launch, and in-market brand success.
- Drive impactful, value-based partnerships and co-creation initiatives with key stakeholders across the top 11 priority markets, leveraging digital platforms to scale engagement and outcomes.
- Apply the OGSM framework, KPIs, and advanced analytics to monitor, predict, and optimize product performance management above country and for Top 11 markets, ensuring agile decision-making aligned with Communications & Advocacy (CA) Strategy and Operations.
- Establish new and maintain strategic partnerships with relevant patient communities and groups, including management of grants and sponsorships.
- Provide strategic counsel and foster a culture of innovation by sharing best practices, insights, and measurement learnings across top 11 markets and Rest of World (ROW).
- Collaborate cross-functionally with International TAs, marketing, medical, value and access teams to align on integrated, digitally enabled strategies that drive business and patient impact.
- Develop and execute branded and unbranded omnichannel communications, patient engagement, and disease awareness campaigns—leveraging social media, digital storytelling, and emerging technologies to amplify reach and relevance to support business objectives to achieve patient and healthcare system impact.
- Design and deliver audience-centric programs that support pre-launch and growth brands, using real-time insights to continuously refine messaging, media strategy, and congress engagement.
- Monitor and anticipate key environmental, policy, and digital trends impacting the company's operations across international geographies, ensuring alignment with an agile and forward-looking media relations strategy and implementation.
- Partner with agencies to co-create strategic, innovative, and digitally driven programs that resonate with stakeholders and deliver measurable impact.
- Ensure seamless implementation and compliance with systems and processes related to communications and patient advocacy—leveraging digital tools for transparency, reporting (e.g., ToV), and continuous improvement.

Essential Requirements:

- Bachelor's degree or equivalent experience.
- Proficiency in English required – spoken & written, other languages is an asset.
- Proven experience in diversified communications and patient advocacy, with a strong ability to influence and build trust-based, value-driven partnerships with patient communities and stakeholders.
- Demonstrated experience across multiple therapeutic areas, with a track record of applying innovative and digital-first approaches to engagement and strategy.
- Strong capability in predictive modelling and data-driven decision-making, using multidirectional insights to understand evolving environments, customer needs, and drive iterative, measurable experimentation.
- Excellent analytical and conceptual thinking skills, with the ability to translate complex data and trends into actionable, innovative strategies.
- Ability to navigate and simplify highly complex environments, providing strategic recommendations that balance innovation with business impact.

- Deep business and organizational awareness, with an enterprise mindset and a collaborative approach to cross-functional alignment.
- Hands-on experience in product PR communications, including the design and execution of social media strategies and digital campaigns.
- Solid background in corporate communications, investor relations, media relations, stakeholder engagement, and policy advocacy.
- Proven ability to manage crisis and issues communications, including agency collaboration and rapid response planning in dynamic environments.

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

Benefits and Rewards: Read our handbook to learn about all the ways we 'll help you thrive personally and professionally: <https://www.novartis.com/careers/benefits-rewards>

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
International

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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