NOVARTIS

# TA Representative

Job ID
REQ-10087876

十月 27, 2026

Kazakhstan

## 摘要

The TA Representative in Kazakhstan is responsible for supporting HQ by executing the in-field tactics for assigned priority brands within a defined territory. The role focuses on high-quality external stakeholder engagement and delivery of agreed field 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 (e.g., via ViP tool),
    - using tailored promotional content and key messages by segment audience,

    - adhering to data driven call plans suggestions (e.g., via IDS+),
    - consistently deploying personalized omnichannel stakeholders journeys enabled by global International digital tools (e.g., RepAI, IDS+, 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. RepAI, IDS+, OnCore, Veeva, CRM, etc.),
    - continuously improving execution quality through building on coaching feedback inputs and performance insights with respective area manager and/or TA head.
- Act as a trusted therapeutic area partner to HCPs, explaining clinical data, evidence, and appropriate product use leveraging product, area, and competition knowledge.
- Maximize technology enablement support systems, e.g. “next best action” proposals, to enhance external stakeholders engagement impact.
- Collect, interpret, and share field insights on best practices, external stakeholders needs, market dynamics, competitor activity, and territory needs and priorities, to develop actions to address them.
- 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 HQ guidance, Novartis policies, ethical standards, and local regulatory requirements, adhere to applicable legislation, SOPs, adverse event reporting requirements, and other relevant compliance obligations.
- Analysis of the entrusted territory and a plan for its development. Making a forecast for hospital purchases.
- Negotiating with clients and partners on the potential inclusion of the company's drugs in the formulary of health care facilities and regions, drug provision programs at the local level.
- Systematic work with key distributors, ensuring the necessary stocks of drugs in the entrusted region.
- Control of supplies and development of tender positions in the entrusted territory.

**Key performance indicators:**

- Achievement of field performance objectives
- 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 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)
- Achievement of the market share (market share of the products and the Company on the whole, and growth therein).
- Frequency of visits to the target clients, percentage of the clients with growing performance.
- Availability of a client database with segmentation (potential, loyalty, category and frequency of visits) valid for the current month.
- Patient access impact
- Launch excellence
- Portfolio growth
- Stakeholder engagement outcomes

**Education:**

· University degree in life sciences, business, or a related field.

**Languages:**

· English optional

· Country language required

**Experience/Professional Requirement:**

**Relevant Experiences**

· Proven experience in pharmaceutical or healthcare performance and promotional activities.

· Strong external stakeholders engagement and relationship management skills.

· Ability to execute omnichannel stakeholders journeys effectively.

· External stakeholders centric mindset with strong execution focus.

· Analytical skills to interpret data and KPIs.

· Strong communication and interpersonal skills.

· Ability to work independently while collaborating across teams.

- Proven ability to use digital/AI tools as part of daily work.
- High standards of integrity, ethics, and compliance awareness.

**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)

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Business Unit
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Kazakhstan

Company / Legal Entity
KZ03 (FCRS = KZ003) Novartis Kazakhstan LLP

Functional Area
Sales

Job Type

Full time

Employment Type
Regular (Sales)

Shift Work
No

var kPlayer = KalturaPlayer55802022 || KalturaPlayer; var config = { targetId: "kalturaplayer6ae3ed21acc8a597850086", provider: { widgetId: "10m7rm1pm", partnerId: "2076321", uiConfId: "55802022" }, playback: { autoplay: false, autopause: false, muted: false, loop: false }, sources: { options: {}, startTime: 0 }, disableUserCache: "true", plugins: {}, sources: { options: {}, startTime: 0 }, ui: { showCCButton: false, settings: { showQualityMenu: true, showSpeedMenu: false }, components: { fullscreen: { disableDoubleClick: false } }, uiComponents: [ { presets: ['Playback', 'Live'], area: 'BottomBarRightControls', replaceComponent: 'Fullscreen', get: kPlayer.ui.components.Remove } ] } }; // Check and add plugins only if they exist if (kPlayer.plugins["download"]) { config.plugins.download = { disable: true }; } if (kPlayer.plugins["transcript"]) { config.plugins["playkit-js-transcript"] = { position: "right", // Default: bottom;('left', 'right', 'top', 'bottom') to enable transcript. expandMode: "over", // Default: alongside;('alongside', 'hidden', 'over') expandOnFirstPlay: false, showTime: true, downloadDisabled: false, printDisabled: false, disable: true }; } if (kPlayer.plugins["preventSeek"]) { config.plugins.preventSeek = { preventSeekForward: false, preventSeek: false }; } config.plugins.floating = { disable: true }; if (kPlayer.plugins["navigation"]) { config.plugins.navigation = { position: "right", expandMode: "over", expandOnFirstPlay: false, visible: false }; } if (kPlayer.plugins["hotspots"]) { config.plugins['playkit-js-hotspots'] = { disable: true }; } if (kPlayer.plugins["moderation"]) { config.plugins['playkit-js-moderation'] = { disable: true }; } if (kPlayer.plugins["info"]) { config.plugins['playkit-js-info'] = { disable: true }; } if (kPlayer.plugins["share"]) { config.plugins.share = { disable: true }; } config.ui.uiComponents = []; if (kPlayer.plugins["googleAnalytics"]) { config.plugins.googleTagManager = {}; config.plugins.googleTagManager.customEventsTracking = {}; config.plugins.googleTagManager.containerId = 'GTM-57RJQ5'; config.plugins.googleTagManager.customEventsTracking.custom = []; config.plugins.googleTagManager.customEventsTracking = { preset: { coreEvents: true, UIEvents: false, playlistEvents: false, castEvents: false } }; }

// Ensure the global player registry array always exists, regardless of embed type. window.kalturaPlayerVideos = window.kalturaPlayerVideos || []; try { var thumbEmbedPromise = thumbnailEmbed({config, mediaInfo: {entryId: "1dgfvmafo"}}); // thumbnailEmbed() returns a Promise that resolves with the player instance // when the user clicks the thumbnail. Use .then() to capture the player directly. thumbEmbedPromise .then(function(player) { window.kalturaPlayerVideos.push(player); // Notify kaltura datalayer.js that a new player is ready so it can // attach custom event listeners immediately, regardless of when // the user clicked the

thumbnail relative to page load. document.dispatchEvent(new CustomEvent('kalturaPlayerReady', { detail: { player: player } })); }) .catch(function(error) { console.error(error); }); } catch (e) { console.error(e.message) }

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