

# Senior Manager/Associate Director, TA Communications & Patient Advocacy

Job ID

REQ-10084873

Aug 02, 2026

LOC\_CN

## 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

## Role Requirements

**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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Division

DIV\_CE

Business Unit

Communications

Location

LOC\_CN

Site

Shanghai (Shanghai)

Company / Legal Entity

CN14 (FCRS = CN014) China Novartis Institutes for BioMedical Research Co., Ltd.

Functional Area

FCT\_CA

Job Type

Full time

Employment Type

Regular

Shift Work

No

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