

Therapeutic Area Representative (Oncology)

Job ID

REQ-10084782

Jul 31, 2026

LOC_TN

About the Role

Major Accountabilities

- Execute the ICE field execution framework by:
 - Segmenting customers according to company standards (e.g., via ViP tool).
 - Applying value-based tiering.
 - Using tailored promotional content and key messages based on customer segments.
 - Adhering to data-driven call plan recommendations (e.g., via IDS+).
 - Consistently deploying personalized omnichannel customer journeys enabled by global digital tools (e.g., RepAI, IDS+, OnCore, Veeva, etc.).
 - Timely documenting customer interactions and visits.
- Deliver high-quality, compliant promotional activities and customer engagements aligned with oncology brand and Therapeutic Area (TA) strategies by:
 - Applying approved messages through the 6 Impact Behaviors (6IBs) selling model.
 - Leveraging technology-enabled solutions to enhance customer engagement (e.g., RepAI, IDS+, OnCore, Veeva CRM, etc.).
 - Continuously improving execution quality through coaching feedback, field effectiveness assessments (STEM), and performance insights (e.g., BEST, C360) in collaboration with the Area Manager and/or TA Lead.
- Act as a trusted Oncology Therapeutic Area Partner to oncologists and other oncology stakeholders by communicating clinical evidence, treatment guidelines, real-world insights, and appropriate product use to support optimal patient outcomes.
- Develop and maintain strong professional relationships with oncology healthcare professionals, cancer centers, key accounts, and multidisciplinary care teams within the territory.
- Maximize the use of technology-enabled support systems, including "next best action" recommendations, to improve customer engagement effectiveness.
- Gather, analyze, and share field insights regarding oncology treatment practices, patient pathways, market dynamics, competitor activities, customer needs, and territory opportunities to support strategic decision-making.
- Participate in oncology congresses, local scientific meetings, advisory boards, and promotional activities in compliance with governance standards.
- Collaborate cross-functionally with Oncology Marketing, Medical Affairs, Value & Access, Business Excellence, and other key partners to deliver a seamless customer experience.
- Operate in full compliance with Novartis policies, ethical standards, pharmacovigilance requirements, and local regulatory guidelines.

Ideal Background

Education

- University degree in Life Sciences, Pharmacy, Medicine, Business, or a related field.

Languages

- Country language required.
- English preferred.

Relevant Experience

- Proven experience in the pharmaceutical, biotechnology, or healthcare industry.
- Experience in Oncology is strongly preferred.
- Strong understanding of oncology disease areas, treatment landscapes, clinical data interpretation, and patient journeys.
- Demonstrated ability to build and maintain relationships with oncologists, hematologists, pharmacists, and other healthcare stakeholders.
- Strong customer engagement and stakeholder management skills.
- Ability to effectively execute personalized omnichannel customer engagement strategies.
- Commercial mindset with strong execution and accountability.
- Analytical skills with the ability to interpret data, insights, and KPIs to drive performance.
- Excellent communication, presentation, and scientific discussion skills.
- Ability to work independently while collaborating effectively across cross-functional teams.
- Demonstrated proficiency in leveraging digital and AI-enabled tools as part of daily work.
- High standards of integrity, ethics, compliance, and patient-centricity.

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>

Benefits and Rewards: Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

Division

DIV_IM

Business Unit

Sales

Location

LOC_TN

Site

Tunis

Company / Legal Entity

TNP0 (FCRS = CH024) Novartis Pharma Services

Functional Area

FCT_SA

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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