

TA Representative

Job ID

REQ-10087576

Sep 22, 2026

LOC_CY

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 by segment audience,
 - adhering to data driven call plans suggestions (e.g., via IDS+),
 - consistently deploying personalized omnichannel customer journeys enabled by global International digital tools (e.g., RepAI, IDS+, OnCore, Veeva, etc.),
 - timely documenting customers visits.
- Deliver high-quality, compliant product promotion in-field activities and customer engagements, in alignment with brand and TA strategies and by:
 - - applying approved messages through the 6 Impact Behaviors (6IBs) selling model,
 - leveraging technology enablement to enhance customer engagement (e.g. RepAI, IDS+, OnCore, Veeva, CRM, etc.),
 - continuously improving execution quality through building on coaching feedback inputs, field effectiveness assessment reports (STEM) and performance insights (e.g. BEST, C360, etc.) with respective TA head.
- Act as a trusted therapeutic area commercial partner to HCPs, explaining clinical data, evidence, and appropriate product use.
- Maximize technology enablement support systems, e.g. “next best action” proposals, to enhance customer engagement impact.
- Collect, interpret, and share field insights on best practices, customer 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.
- Collaborate cross-functionally with TA Marketing, Medical TA, Value & Access, and Execution Excellence partners.
- Operate fully in line with Novartis policies, ethical standards, and local regulatory requirements.

Key Performance Indicators

- Achievement of sales targets and objectives
- Quality and effectiveness of customer interactions, including adherence to: 6IBs selling model, value-based tiering and personalized omnichannel customer engagement targets achievement

- 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 International Commercialization Excellence – field sales guidelines and targets
- Completed product and disease knowledge tests (if applicable)

Ideal Background

Education:

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

Languages:

- Fluent in written and spoken Greek, English.

Experience/Professional Requirement:

- Proven experience in pharmaceutical or healthcare sales.
- Strong customer engagement and relationship management skills.
- Ability to execute omnichannel customer journeys effectively.
- Commercial 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.
- Live by the Novartis Code of Ethics and our Values & Behaviors.

Role Requirements

Division

DIV_IM

Business Unit

Sales

Location

LOC_CY

Site

Cyprus

Company / Legal Entity

CYP0 (FCRS = CH024) NPHS RO Cyprus

Functional Area

FCT_SA

Job Type

Full time

Employment Type

Regular (Sales)

Shift Work

No

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