NOVARTIS

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

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
Apply to Job

Job ID
REQ-10084873

Senior Manager/Associate Director, TA Communications & Patient Advocacy

Apply to Job

Source URL: *https://jobapi.novartis.com/req-10084873-senior-managerassociate-director-ta-communications-patient-advocacy*

List of links present in page

1. https://jobapi.novartis.com/req-10084873-senior-managerassociate-director-ta-communications-patient-advocacy
2. https://www.moseeker.com
3. https://www.moseeker.com