

# Executive Director, Therapy Area Communications and Patient Advocacy

Job ID  
REQ-10008420  
Nov 04, 2024  
Switzerland

## Summary

Location: Basel, Switzerland - Hybrid; United Kingdom - Remote.

Closing date for applications: 30th October 2024

About the role:

We are seeking an Executive Director to lead a team in the role of Therapy Area (TA) Communications & Patient Advocacy. We are looking for a highly motivated individual who is passionate about making a difference in the lives of patients and who possesses strong communication and advocacy skills. This is an exciting opportunity to lead and shape the strategic direction of a TA Communications & Patient Advocacy team.

This role will lead, mentor and develop 7-8 direct reports.

## About the Role

### Key Responsibilities:

- Develop, drive and implement therapy area and product communications and patient advocacy strategy focused on priority pre-launch, launch and in market brands.
- Development and co-creation of communication and patient advocacy strategies, KPIs and measurement with Germany, China, Japan and advising on strategy, tracking implementation and performance management of product brand strategy to other top-11 markets.
- Ensure systemic implementation of strategic framework and Analytics & Insights measures to consistently monitor TA and predict performance management above country and for Top 11 market, in alignment with Corporate Affairs Strategy and Operations and with Public Affairs.
- Establish strategic and ongoing relationships with internal and external partners, leading to business-aligned, long-term collaborations that are valued by and valuable for key audiences, most importantly, patients.
- Implement launch excellence in line with commercial organization and embed communications and patient advocacy programs in launch readiness plans for priority brands.
- Represent function on respective leadership team and become trusted strategic business partner to Therapy Area Head.
- Support talent management and growth for International TA Communications & Patient Advocacy team

members.

- Accountability for securing budget and budget management of respective TA communications and patient advocacy strategies by Commercial and Corporate Affairs teams. Including governance and compliance of Patient Advocacy grants, sponsorships and TOV reporting, supported by the Patient Advocacy governance lead.
- Lead media relations strategy and implementation, including relationships with media stakeholders, TA/product brand issues and crisis management for respective TA in coordination with Corporate Media Relations.
- Lead and implement PESO and influencer engagement strategy for respective TA in partnership with top-11 countries.
- Implement internal communications for key brand milestones and launch activities in coordination with the Executive Director President Corporate Affairs.

### **Essential Requirements:**

- Bachelor's degree or equivalent experience.
- Extensive years' experience in diversified communications and patient advocacy with patient relations, leadership and influencing.
- Demonstrated experience across multiple therapeutic areas.
- Leading large and/or diverse multi-functional teams with proven ability to cultivate impact.
- Exemplifies and drives a predictive modelling approach; seeks multidirectional insights to understand our environments and customers, and embraces iterative, measurable experimentation and action.
- Evidence of using data and insights to drive strategic decision leading to impact on the business objectives.
- Business and organisational awareness, enterprise perspective.
- Product PR communications, social media strategy and implementation
- Corporate communications, IR, media relations, stakeholder relations, policy.
- Crisis, issues and agency management.

### **Benefits and rewards:**

Read our handbook to learn about all the ways we'll help you thrive personally and professionally:

<https://www.novartis.com/careers/benefits-rewards>

### **Commitment to Diversity & Inclusion:**

*We are committed to building an outstanding, inclusive work environment and diverse teams representative of the patients and communities we serve.*

### **Accessibility and accommodation:**

Novartis is committed to working with and providing reasonable accommodation to all individuals. If, because of a medical condition or disability, you need a reasonable accommodation for any part of the recruitment process, or in any order to receive more detailed information about essential functions of a position, please send an e-mail to [inclusion.switzerland@novartis.com](mailto:inclusion.switzerland@novartis.com) and let us know the nature of your request and your contact information. Please include the job requisition number in your message.

**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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<https://talentnetwork.novartis.com/network>

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Division

Corporate Affairs

Business Unit

CTS

Location

Switzerland

Site

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Alternative Location 1

Home Worker, United Kingdom

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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6. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Basel-City/Executive-Director---Therapy-Area-Communications-and-Patient-Advocacy\\_REQ-10008420-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Basel-City/Executive-Director---Therapy-Area-Communications-and-Patient-Advocacy_REQ-10008420-1)
7. [https://novartis.wd3.myworkdayjobs.com/en-US/Novartis\\_Careers/job/Basel-City/Executive-Director---Therapy-Area-Communications-and-Patient-Advocacy\\_REQ-10008420-1](https://novartis.wd3.myworkdayjobs.com/en-US/Novartis_Careers/job/Basel-City/Executive-Director---Therapy-Area-Communications-and-Patient-Advocacy_REQ-10008420-1)