

# Director, Patient Advocacy Europe

Job ID

REQ-10007911

Jul 17, 2024

Switzerland

## Summary

Location: Basel, Switzerland - Hybrid About the role: As the Director, Patient Advocacy Europe you will lead and drive the design and execution of an integrated patient advocacy strategy to create an optimal environment to foster the relevant legislative and frame conditions for patient access to innovative medicines in the region Europe! Providing strategic direction to our business partners, seamlessly connected with country Patient Advocacy, this role will deliver a regional data-driven strategy to predict external customer views, needs and behaviours. This is the opportunity to amplify our' commitment to patients and caregivers to shape the healthcare environment and enhance company reputation.

## About the Role

### Key Responsibilities:

- Partner with Communications, Public Affairs, Value & Access and key internal customers to develop and implement annual strategic regional patient advocacy plans, to help deliver strengthened corporate reputation, enhance our advocacy and policy efforts, and drive business growth within Europe.
- Be an indispensable partner to the business and regional leadership developing and driving a data-based PA strategy, audience-led and innovative.
- Operate in a fully integrated and geographically collaborative team, promoting an agile and iterative mentality. Work closely with policy communications and media relations on aligned objectives and tactical execution.
- In partnership with Analytics & Insights, use a central real-time data platform to generate insights, data and analytics to predict trends and customer views and needs, and consequently shape our strategies at the regional level.
- Lead and maintain customer mapping efforts throughout the region and ensure strategic management of relationships in line with business objectives.
- Supercharge countries' work in patient advocacy locally, working in sync with regional partners and prioritised countries in a dynamic ecosystem that promotes accountability, agility, efficiency and clarity with a sole focus on growth and reputation.
- Drive best practices sharing that deliver and inspire a shift to embrace failure and learning, and to become a predictive function which creates meaningful and mutually beneficial impact for the patients and our business.

- Cross -functionally embed, provide support and recommendations in a programmatic approach to senior business leaders and partners, with a focus on strategic partnerships and coalitions.
- Establish and maintain partnerships with European-level disease-agnostic patient communities and advocacy groups, shaping the environment to address healthcare systems issues.
- Partner with patient organisations to elevate their voice and enhance their role in HTA processes and overall access policies, representing the needs of patients within the healthcare ecosystem.
- Serve as a spokesperson for the company on European patient advocacy issues, representing the company at conferences and events.
- Ensure understanding of brand therapy areas patient advocacy plans and effectively coordinate strategic and tactical decisions connecting regional and local activities.
- Partnering with Corporate Communications and Corporate Affairs Europe colleagues to ensure sound management of issues. This includes implementation and adherence to required systems and processes e.g. ToV reporting.

### **Essential Requirements:**

- Bachelor's degree or equivalent experience.
- Many years' experiences in diversified patient advocacy and policy work.
- Deep working and organisational knowledge of our company and EU institutions.
- Fluent in the debates and policy discussions on European health care systems, pharma industry and with a particular focus on the needs and perspectives of patient communities.
- Ability to build strong partnerships and interdependency across the business globally.
- High level strategic partnering skills with validated ability to engage and influence stakeholders at all levels both internal and external.
- Industry/ Business Exposure in matrixed organisation.
- Medical/Product/Disease Area Knowledge and Launch Excellence.
- Crisis, issues and agency management.
- Business and organisational awareness, enterprise perspective.
- Exemplifies a predictive mentality; seeks multidirectional insights to understand our environments and customers, and embraces iterative, measurable experimentation and action.

### **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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Division

Corporate Affairs

Business Unit

CTS

Location

Switzerland

Site

Basel (City)

Company / Legal Entity

C028 (FCRS = CH028) Novartis Pharma AG

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

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