

# Patient Advocacy Manager

Job ID  
REQ-10015954  
Jul 24, 2024  
Hungary

## Summary

Location: Hungary, mostly field based The Patient Advocacy Manager is responsible for engaging deeply with patient communities, utilizing advocacy, education, and activation to effect positive changes in patient outcomes. The role also involves developing and implementing strategic patient advocacy initiatives that align with Novartis Hungary's patient advocacy strategy, brand, and country business objectives. Furthermore, this role plays a pivotal role in influencing the broader healthcare sector. In the context of commercial and public affairs, the objective is to influence public policy and drive improvements to the healthcare system. Moreover, the role reinforces Novartis' long-term commitment to patients, thereby enhancing the company's reputation as a leading patient-supportive entity in the pharmaceutical industry.

## About the Role

### Your Key Responsibilities:

Your responsibilities include, but not limited to:

- Collaborate with the G&PA head to develop and implement patient relations activities that will significantly enhance Novartis' engagement with patients and patient groups.
- Fully comprehend brand objectives and develop targeted strategies to address unmet patient needs in critical disease areas. Collaborate with cross-functional teams to implement initiatives dedicated to patients.
- Develop and implement patient-related activities, including patient advisory boards, awareness campaigns, patient education days, and other initiatives that align with brand strategies.
- Build and maintain excellent relationships with all relevant internal stakeholders to facilitate the execution of initiatives designed to enhance patient outcomes and experiences.
- Adopt a strategic associate role, implementing systematic practices to strengthen partnerships with patient advocacy groups and enhance their effectiveness.
- Engage with external business-related stakeholders in co-creation opportunities, seeking joint ventures that enhance Novartis' reputation as a patient-centric organization.
- Ensure that the patient perspective is integrated into access and Health Technology Assessment (HTA) related activities. This should be done in alignment with the Access and Public Affairs teams, further reinforcing Novartis' long-term commitment to patient welfare.
- Facilitate grant requests and coordinate other cooperation projects and activities with patient advocacy groups (PAGs), ensuring close collaboration with the relevant Therapeutic Areas (TAs) to align with strategic objectives.

### Essential Requirements:

- Bachelor's degree in Life Sciences, Public Health, Law, Communication, Social Sciences, or related

fields.

- Minimum of 5 years of experience in patient advocacy, public affairs, healthcare communications, or related roles within the pharmaceutical industry or non-profit health organizations.
- Proficient Hungarian and English, both written and spoken.
- Proven track record of developing and implementing successful patient advocacy initiatives.
- Strong background in working with patient advocacy groups and understanding of their operations and challenges.
- Excellent communication and interpersonal skills, with the ability to build and maintain relationships with a diverse range of stakeholders.
- Ability to collaborate effectively with cross-functional teams and lead patient-centric projects.

**Desirable Requirements:**

- Cardiology, Oncology or Rare Diseases therapeutic area knowledge.

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**Commitment to Diversity and Inclusion / EEO:**

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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**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>

Division

International

Business Unit

Innovative Medicines

Location

Hungary

Site

Budapest

Company / Legal Entity

HU02 (FCRS = HU002) Novartis Hungary

Functional Area  
Research & Development  
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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