

Therapy Area Communications & Patient Advocacy Manager (Oncology)

Job ID
REQ-10037120
Feb 05, 2025
Italy

Summary

Location Milan #LI-Hybrid

**Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you

About the Role:

"We're a team of dedicated and smart people united by a drive to achieve together"

Join our team and take charge of driving the success of global oncology brands! Lead strategic communications and patient advocacy efforts, ensuring flawless product launches and ongoing performance. With a future-focused approach and real-time data analysis, shape the industry landscape and stay ahead of the curve. Collaborate closely with regional and global teams to align on global strategies and make a meaningful impact.

About the Role

Key Responsibilities:

- Drive and implement TA/product related communication and patient advocacy strategy.
- Manage proactively interdependence with International TA Comm & Patient Advocacy team, including oversight of up to date global and country launch sequence and strategy implementation.
- Exemplifies and drives a predictive mindset; seeks multidirectional insights to understand our environments, our stakeholders and the target audience, and embraces iterative, measurable experimentation and action.
- Implement the TA/product communication and patient advocacy strategy, KPIs and measurement of the impact.
- Oversee media relations strategy and implementation, including relationships with media stakeholders, for respective TA in coordination with Corporate Comm and other TA C&PA Leads/ Managers.
- Drive and implement PESO and influencer engagement strategy for respective TA

- Establish a strong collaboration with other TA C&PA Managers and the peers
- Implement prelaunch/ launch/in market excellence in line with country priorities and Int.
- Manage the relationship with Key Patient Advocacy Group in the oncology area.

Essential Requirements:

- Proven experience in diversified communications
- Ability to lead and influence cross-functional teams
- Experience developing and implementing product PR communications and social media strategy
- Expertise in handling media relations, stakeholder relations, and policy matters

Desirable Requirements

- Experience in Patient Advocacy
- Ability to manage patient relations and advocacy activities
- **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.

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?

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Division

Corporate Affairs

Business Unit

CTS

Location

Italy

Site

Milano

Company / Legal Entity

IT08 (FCRS = IT008) Novartis Farma S.p.A.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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