

Communication & Patient Advocacy Manager

Job ID
REQ-10006359
Aug. 18, 2024
Australien

Zusammenfassung

Novartis is a global pharmaceutical and healthcare company committed to improving the lives of patients and making a lasting impact on global health. With a rich history spanning over 250 years, Novartis has established itself as a leader in the industry, combining cutting-edge medical science with innovative technology to develop and deliver life-changing medicines and healthcare solutions. Driven by a robust pipeline of strong medicines, Novartis is undergoing an evolution to accelerate access to our innovative medicines for patients. As part of this transformative journey, we are looking for a Communications and Patient Advocacy Manager to shape and deliver the communications and patient advocacy strategies across our therapeutic areas (TAs) – CRM, Immunology, Haematology, Oncology and Neuroscience. Reporting to the Country Head of Communications and Engagement, you will work collaboratively with cross-functional teams to develop and execute communication strategies and establish strong relationships with patient advocacy groups. The ideal candidate for this role will have experience working in brand and/or marketing communications, combined with a strong understanding of patient advocacy and engagement.

About the Role

Major accountabilities:

- Creating and implementing a communications strategy that have a proven impact on business priorities and patient outcomes.
- Leading the development of communications materials, including press releases, blog posts, and social media content.
- Establishing and maintaining strong relationships with patient advocacy groups, ensuring regular communication and collaboration to understand patient needs and shape an environment that enables access.
- Collaborating with cross-functional teams to integrate patient perspectives and insights into strategic planning processes.
- Supporting and coordinating patient engagement activities, such as advisory board meetings or patient forums, to ensure meaningful patient involvement in key initiatives and programs.
- Providing support and guidance to Novartis employees on patient communication standard processes and ensuring adherence to ethical and regulatory guidelines.
- Managing agencies and campaign budgets to deliver best in class results.
- Measuring the impact and effectiveness of communications campaigns and advocacy initiatives, generating insights to inform future.

Minimum Requirements:

- A minimum of 5 years' experience working in-house and/or in agency

- Tertiary qualifications in Communications, Marketing, Public Relations, or a related field.
- Proven experience in developing and executing strategic communication plans in a complex corporate environment.
- Experience working directly with patient advocacy groups and a deep understanding of patient advocacy principles, best practices, and regulatory considerations.
- Strong written and verbal communication skills, including the ability to understand and translate complex science stories for patients.
- Excellent relationship-building and stakeholder management skills, with the ability to collaborate effectively with both internal and external collaborators.
- Proficiency in using digital channels and social media platforms to engage and communicate with patients and advocacy groups.
- Strong analytical skills and the ability to measure the impact and effectiveness of communication and advocacy initiatives.
- A curious and proactive mindset, able to navigate complex situations and respond to a changing environment.

Commitment to Diversity and Inclusion:

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

Why Novartis?

We believe new insights, perspectives, and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable, and inclusive environment inspires new ways of working.

We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity, and flexibility. And we can reinvent what's possible when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life is the risk of never trying! Imagine what you could do here at Novartis!

Join our Novartis Network: If this role is not suitable for your experience or career goals, but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here:

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

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>

Join our Novartis Network: Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

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

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>

Abteilung
International
Business Unit

CTS
Ort
Australien
Website
New South Wales (NSW)
Company / Legal Entity
AU04 (FCRS = AU004) AU Pharma Pty Ltd
Functional Area
Communications & Public Affairs
Job Type
Full time
Employment Type
Regular
Shift Work
No
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