

# Therapy Area Communications & Patient Advocacy & Disease Agnostic Lead, Spain

Job ID  
REQ-10026447  
Nov 14, 2024  
España

## Resumen

Location: Barcelona or Madrid, Spain

About the role:

As the Therapy Area Communications & Patient Advocacy & Disease agnostic Lead, Spain you will develop and lead the execution of the communications and patient advocacy strategy for one of the five International therapeutic areas in Spain, ensuring launch excellence (pre-launch, launch and in-market brands).

This is an opportunity to lead and drive the design and execution of an integrated patient advocacy strategy in Spain to create an optimal environment to foster the relevant legislative and frame conditions for patient access to innovative medicines.

It is a chance to provide strategic direction to our business partners, this role will deliver a local data-driven strategy by leveraging insights and analytics for data modelling of the external environment and to predict stakeholder views, needs and behaviours.

## About the Role

### Key Responsibilities:

- Develop, drive and implement Therapy Area(TA) and product comms and patient advocacy strategy for respective TA focused on priority pre-launch, launch and in market brands.
- Exemplifies and drives a predictive mindset across the team; seeks multidirectional insights to understand environments and stakeholders, and embraces iterative, measurable experimentation and action.
- Development and co-creation of TA communication and patient advocacy strategies, KPIs and measurement and advising in strategy, tracking implementation and performance management of TA/product brand strategy.
- Ensure systemic implementation of OGSM framework and A&I measures to consistently monitor TA and predict performance management in partnership with Public Affairs.
- Establish strategic and ongoing relationships with internal and external stakeholders, leading to business-aligned, long- term collaborations that are valued by and valuable for key audiences, and most importantly, patients.
- Accountability for securing budget and budget management of respective TA comms and patient

advocacy strategies including governance and compliance of Patient Advocacy grants, sponsorships and TOV reporting.

- Oversee media relations strategy and implementation, including relationships with media stakeholders, for respective TA in coordination with Corporate Comms team.
- Implement internal communications for key brand milestones and launch activities in coordination with Corporate Communications, Public Affairs, Value & Access and key internal stakeholders.
- In partnership with Comms, Public Affairs, Value Access and key stakeholders develop and implement annual strategic local patient advocacy plan, to help deliver strengthened corporate reputation, enhance our advocacy and policy efforts, and drive business growth within Spain.
- Maintain and reinforce partnership with Spanish disease agnostic patient communities in service of shaping the environment to address Healthcare system issues.
- Partner with disease agnostic patient communities to elevate their voice and enhance their role in HTA local process and overall access policies, representing the needs of patients within Healthcare system.
- Be an indispensable partner to the business and executing data-based PA strategy, audience-led and innovative.
- Serve as a spokesperson for the company on patient advocacy issues, representing the company at conference, events, etc.

### **Essential Requirements:**

- Bachelor's degree or other qualification.
- Extensive years' experiences in diversified communications and patient advocacy.
- Deep understanding of HC systems in the country.
- Product PR communications, social media strategy and implementation.
- Patient relations, corporate communications, media relations, stakeholder relations, policy.
- Demonstrated therapeutic experience, disease area knowledge and launch excellence.
- High level partnering skills with proven ability to engage and influence stakeholders at all levels internal and external.
- Industry/ Business exposure in matrixed organisation with leading medium/large diverse multi-functional teams.
- Exemplifies and drives a data and insights predictive approach; seeks multidirectional insights to understand our environments and customers, and embraces iterative, measurable experimentation and action.
- Crisis, issues and agency management.
- Proven ability to cultivate high performing teams - Team leadership and management.
- Business and organisational awareness, enterprise perspective.
- Languages: Spanish: Native / English: Advanced.

### **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.*

**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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División

Corporate Affairs

Business Unit

CTS

Ubicación

España

Sitio

Barcelona Gran Vía

Company / Legal Entity

ES06 (FCRS = ES006) Novartis Farmacéutica, S.A.

Alternative Location 1

Madrid Delegación, España

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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