

# Head, Communications & Patient Advocacy for Hungary

Job ID

REQ-10038934

fév 10, 2025

Hongrie

## Résumé

Lead and drive the strategy and tactical execution of impact-focused communications and patient advocacy strategies that enhance country organization reputation and shape business outcomes across priority brands, representing the function on the Country Leadership Team as a trusted partner, with a focus on shaping the future national healthcare environment and supporting product brand performance by using real time data to model trends and anticipate what's next. Develop talent and drive performance in alignment with Corporate Affairs and Country Enterprise strategy. Lead the internal communication and associate engagement strategy in partnership with P&O for the local organization, inspiring and engaging the associate community behind our strategy, culture, and our bright future.

## About the Role

### Key Responsibilities:

- Represents function on Country LT and is a trusted partner to Country President. Leads the Country Communications & Patient Advocacy organization across key areas of Corporate Communications and Therapeutic Area Communications & Patient Advocacy, using **data-driven and multidirectional strategies** to shape business outcomes and to promote and protect the company reputation.
- Oversee execution of **Therapeutic Area (TA) communications and patient advocacy** strategy, including strategic partnerships with patient organizations and other stakeholders to shape the external environment. Prioritize audience mapping and insights-based decision making across TAs. Implement influencer engagement strategy as needed.
- Implement strategic roadmap for **patient advocacy** at country level in partnership with Public Affairs to shape environment and deliver business impact. Monitor & inform functional and business partners on patient-driven policy trends. Identify opportunities of engagement with PAG and category-breaking partnerships to amplify Novartis commitment to patients and society.
- Oversee and drive local **corporate communications** strategy and tactical execution including media relations; policy comms in partnership with Public Affairs; and people & culture communications to serve our corporate goals. Utilize real-time data to provide strategic guidance and leadership to Public Affairs on comms aspects to craft impactful messaging and implement successful earned and paid media tactics. Support advocacy efforts by providing communication expertise for policy initiatives and campaigns.
- Accountable for executing communications strategies in the event of issues and crises.
- Lead and develop Communications & Patient Advocacy Country team members to **enable delivery of category-breaking work**. Ensure systematic implementation **CA analytics & insights frameworks** and

tools to enable our transition to a predictive function underpinned adaptive strategies **utilizing real-time data**. Consistently monitor performance, enable agility and iterative learning in ways of working.

- Acts as the local **Novartis spokesperson** and represents Novartis across relevant external forums and working streams including communications teams in local trade associations and other cross-industry partnerships.
- Offer strategic guidance to local leadership teams on issues and crisis to minimize reputational impact and ensure a smooth outcome. Ensure the right teams collaborate and guide strategic execution.
- Drive implementation of skill building in alignment with **Corporate Affairs Strategy under our predictive model** to deliver continually stronger business impact and in service of patients and society.
- **Accountable for Country C&PA budget**, including allocations from Corporate Affairs and budget allocated by TAs for comms and patient advocacy strategies. Ensure appropriate and ethical dispensing of Patient Advocacy grants and sponsorships. Implement **agency and vendor strategy** in alignment with guidance from CA Strategy & Operations.

### **Key Requirements:**

- Extensive diversified communications & patient advocacy experience: Product PR, Corporate communications, media relations, Patient relations, stakeholder relations, policy work, Crisis and issues management
- Leadership & executive presence
- Ability to prioritize & maximize resources.
- Excellent people & communication skills.
- Fluency in Hungarian (native or C2) and English written and verbal

### **Benefits and Rewards:**

Read our handbook to learn about all the ways we'll help you thrive personally and professionally: [Novartis Life Handbook](#)

### **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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**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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