

# Country Communications & Patient Advocacy Head

Job ID  
REQ-10052468  
May 16, 2025  
Thailand

## Summary

Location: Thailand #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:

Drive and execute impact-focused and data-driven country communications and patient advocacy (C&PA) strategies that enhance local organizational reputation and deliver business outcomes across select priority brands. Represents C&PA on the Country Leadership Team as a trusted partner, with a focus on shaping the views and behaviors of internal and external stakeholders, by leveraging data and insights to anticipate what's next and advise the local enterprise.

This role is reporting directly to Communication and Patient Advocacy AAC Head

## About the Role

- Represents function on Country LT and is a trusted partner to Country President. Leads the Country Communications & Patient Advocacy organization across Corporate Communications and Therapeutic Area Communications & Patient Advocacy, building data-driven and multidirectional local strategies to shape business outcomes and to promote and protect the company reputation
- Provides counsel to local senior management on latest communications channels/trends and opportunities to utilize C&PA strategies to contribute to the achievement of business goals. Includes utilization of real-time global and local data to model future trends. Manages relationships with internal and external priority stakeholders helping them change the way they see or think about an issue to enable business outcomes and enhanced corporate reputation.
- Collaborates across teams & units, above brand / functional activities and select geographies as needed, to support fully integrated learning and interdependent ways of working that enables delivery of best-in-class comms and patient advocacy delivering business impact and shape the environment.
- Oversees execution of select Therapeutic Area (TA) communications and patient advocacy strategies, including strategic partnerships with patient organizations and other stakeholders to shape the external environment. Prioritizes audience mapping and insights-based decision making across Therapeutic Areas. Implements influencer engagement strategy as needed
- Implements strategic roadmap for patient advocacy at country level in partnership with Public Affairs to shape environment and deliver business impact. Informs relevant business partners on patient-driven trends.

- Oversees and drives local corporate communications strategy and tactical execution including media relations; policy comms in partnership with Public Affairs; and employee communications to serve our corporate goals.
- Accountable for executing communications strategies in the event of issues and crises.
- Acts as the local Novartis spokesperson and represents Novartis across relevant external forums.
- Fosters an environment for team to succeed: embraces a culture of inspired curious and unbossed with integrity.
- Accountable for Country C&PA budget, including allocations from Corporate Affairs and budget allocated by TAs for comms and patient advocacy strategies. Ensures appropriate and ethical dispensing of Patient Advocacy grants and sponsorships.

#### Minimum Requirements:

- 5+ years diversified communications & patient advocacy experience
- Leadership & executive presence; Excellent people & communication skills
- Product PR communications, social media strategy and implementation
- Patient relations, stakeholder relations, policy work
- Corporate communications, media relations
- Leading diverse multi-functional teams
- Crisis and issues management
- Operations Management and Execution; Project Management.

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Division

Corporate Affairs

Business Unit

Universal Hierarchy Node

Location

Thailand

Site

Bangkok

Company / Legal Entity

TH05 (FCRS = TH005) Novartis (Thailand) Limited

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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