

TA Communications and Patient Advocacy Lead

Job ID
REQ-10048990
May 09, 2025
Türkiye

Περίληψη

As the TA Communications and Patient Advocacy Lead, you will play a pivotal role in shaping and executing high-impact communication and patient engagement strategies for key therapeutic areas. Working closely with cross-functional teams, media, influencers, and patient communities, you'll bring powerful stories to life, elevate patient voices, and build partnerships that advance both business and societal outcomes.

About the Role

Key Responsibilities:

- Lead the development and implementation of therapeutic area (TA) communication and patient advocacy strategies that support brand priorities and engage key stakeholders—including media, patient communities, and influencers.
- Act as a trusted advisor to the TA Head and internal teams, offering data-driven insights and guidance on evolving communication trends, stakeholder expectations, and risk management.
- Establish and maintain strategic partnerships with relevant patient groups and external stakeholders, ensuring transparency, governance, and measurable impact.
- Drive a comprehensive PESO (Paid, Earned, Shared, Owned) strategy and influencer engagement to strengthen brand presence and advocacy.
- Lead issues and crisis communication planning and response for respective TA/products.
- Collaborate with Corporate Communications to deliver compelling internal communications for product milestones, launches, and key moments.
- Oversee the budget and agency/vendor partnerships for TA communications and advocacy initiatives, ensuring strong governance and effective execution.
- Promote knowledge sharing and best practices across geographies to foster collaboration and innovation.

What You'll Bring to the Role

Essential Requirements:

- Minimum **6 years of experience** in communications, with a strong background in product PR, media engagement, and Patient Advocacy.
- Demonstrated expertise in patient advocacy and stakeholder engagement, with patient-centric thinking.
- Strong written and verbal communication skills, with the ability to tailor messages to diverse audiences.
- Fluency in **Turkish** and **English** is essential.

Desirable Qualifications:

- Experience in the pharmaceutical or healthcare industry.

- Background in policy communications within complex, matrixed organizations.
- Creative skills in graphic design, video, or content production are a plus.

Why Novartis?

Our purpose is to reimagine medicine to improve and extend people's lives and our vision is to become the most valued and trusted medicines company in the world. How can we achieve this? With our people. It is our associates that drive us each day to reach our ambitions. Be a part of this mission and join us! Learn more here: <https://www.novartis.com/about/strategy/people-and-culture>

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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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Τομέας

International

Business Unit

CTS

Τοποθεσία

Türkiye

Τοποθεσία

Istanbul Ataşehir

Company / Legal Entity

TR01 (FCRS = TR001) Novartis Sağlık, Gıda ve Tarım Ürünleri San. Ve Tic. A.Ş.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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