

# Value & Access Brand Lead

Job ID  
REQ-10047420  
Apr 09, 2025  
United Kingdom

## Summary

To drive commercial growth by identifying V&A opportunities across the priority brands, developing V&A strategies for the portfolio and deploying flexible resources to maximise impact, embedding meaningful system customer and NHS policy insights across the organisation.

## About the Role

### Location:

This is a London office based role with hybrid working which means 12 days in the office each month.

### Major Accountabilities:

- Drives decisions related to patient Access strategy at a UK level
- Utilises insights from cross-functional teams and market research to launch, develop and implement high-quality Patient Access strategic and operational plans
- Establishes and maintains a strong professional network within the NHS, Healthcare providers, and other relevant decision-making representatives to anticipate and influence future trends
- Communicates relevant changes and trends in the UK health policy environment and the Patient Access activities of new competitors to the cross-functional team
- Creates and works with the Region/Franchise to agree on Business Cases
- In-depth and broad-ranging customer insight to inform the development and deployment of portfolio and/or TA engagement strategies
- Consider, evaluate and prioritise clear V&A strategic choices that will drive commercial growth as part of the integrated brand plans
- Deliver multiple V&A marketing operational plans to meet the V&A opportunities for the portfolio
- Integrate successful brand growth strategies to reflect customer insights and opportunities to inform local account implementation
- Develop and deploy an integrated customer engagement and develop and deliver, working with the customer experience manager, customer engagement models to achieve the agreed TA priorities that will maximise payer engagement and impact
- Leadership across Therapy Area Board and/or Integrated Brand Team to ensure V&A strategy is part of the brand strategies

### Requirements:

- UK Pharmaceutical experience with strong brand marketing, market access marketing or field market access experience

- Deep understanding and curiosity about the NHS and healthcare systems
- Ability to operate in a fluid team working across multiple projects and therapy areas simultaneously or for set periods
- Proven ability to understand and communicate complex and ambiguous themes
- Excellent stakeholder leadership both internally and external to Novartis
- Strong collaborative mindset with a desire for commercial accountability
- Ease operating in high-support and high-challenge environments
- Experience with ABPI code and approval systems & processes

### 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>

### You'll receive:

Competitive salary, Annual bonus, Pension scheme, Share purchase scheme, Health insurance, 25 days annual leave, Flexible working arrangements, subsidised dining facilities, Employee recognition scheme, learning and development opportunities.

### Join our Novartis Network:

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

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

#LI Hybrid

#LI-Hybrid

**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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**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>

Division

International

Business Unit

Innovative Medicines

Location

United Kingdom

Site

London (The Westworks)

Company / Legal Entity

GB16 (FCRS = GB016) Novartis Pharmaceuticals UK Ltd.

Functional Area

Market Access

Job Type

Full time

Employment Type

Regular

Shift Work

No

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