

Manager, TA Patient Advocacy

Job ID
REQ-10032792

Mar 04, 2025

China

Summary

Execution of the patient advocacy strategy within one of the four International therapeutic areas, ensuring launch excellence through above brand and priority brand activities aligned with the integrated TA strategy in China.

About the Role

Job Responsibilities

- Implementation of patient advocacy strategy in collaboration with range of teams internally and externally to support business objectives to achieve patient and healthcare system impact.
- Enable execution of activities and partnerships of patient advocacy in TAs in China.
- Build and enhance partnerships with patient communities and groups.
- Ensure collaborative relationships with TA MKT, Medical, Value & Access, PA and

International Patient Advocacy.

- Execution of activities and programs with an understanding of the key audiences and business needs to support pre-launch and growth priority brands.
- Utilize CA function analytics and insights framework to monitor, track and map performance.
- Stay abreast of key environmental and policy issues impacting the company's ability to operate in China, and of broader media relations strategy and implementation.
- Implementation and adherence to required systems and processes related to patient advocacy activities e.g. grants and sponsorships, ToV reporting.
- Support to manage TA/product related issue and crisis
- Exemplifies a predictive mindset; seeks multidirectional insights to understand our environments and stakeholders, and embraces iterative, measurable experimentation and action.

Education:

- Degree level

Experience:

- 5+ years or more of experience in communications/patient advocacy preferably with a healthcare or pharmaceutical background.
- Experience in insight generation is a plus
- Budget management
- Understanding of diverse policy landscapes
- Product PR communications, social media strategy and implementation
- Crisis and issues management

Skills:

- Excellent written and verbal communication skills
- Excellent oral and written English and Chinese
- Excellent people & communication skills
- Ability to navigate complexity
- Business and organizational awareness, enterprise perspective

*OGSM stands for Objectives, Goals, Strategies, and Measures. It is a strategic planning framework used to define and track measurable goals and actions to achieve an objective.

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部門

Corporate Affairs

部門

CTS

国

China

勤務地

Shanghai (Shanghai)

Company / Legal Entity

CN14 (FCRS = CN014) China Novartis Institutes for BioMedical Research Co., Ltd.

Functional Area

Communications & Public Affairs

職種

Full time

雇用形態

Regular

Shift Work

No

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