

# Country Head, Comms & Patient Advocacy

Job ID

REQ-10031731

Jan 24, 2025

Netherlands

## Summary

We're a team of dedicated and smart people united by a drive to achieve together.

You will 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.

## 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.
- Provides **counsel to local business partners** on latest communications channels/trends/insights and opportunities to utilize Comms & Patient Advocacy strategies to contribute to the achievement of business goals. Includes utilization of real-time global and local data to model future trends. Manage relationships with internal and external key stakeholders helping them change the way they see or think about an issue to enable business outcomes.
- 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.
- Operationalize and leverage **executive communications** in alignment with the corporate affairs and country enterprise strategy.
- 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.

- 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 Therapeutic Areas 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.

#### **What you'll bring to the role:**

- Strong experience in diversified Corporate Communications & Patient advocacy; Product PR communications, Social media strategy and implementation with Patient relations, stakeholder relations with policy work.
- Healthcare / pharma knowledge and experience
- Experience Crisis and issues management.
- Ability to utilise Analytics & insights frameworks.
- Leadership & executive presence and collaborating with diverse multi-functional teams.
- Dutch Native / Bilingual (CEFR C2) with Fluency in English.

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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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Division

Corporate Affairs

Business Unit

CTS

Location

Netherlands

Site

Amsterdam

Company / Legal Entity

NL08 (FCRS = NL008) Novartis Pharma NL

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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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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