

# Manager, CRM (Cardiovascular), US Patient Advocacy

Job ID  
REQ-10009833  
Jul 29, 2024  
USA

## Summary

The Manager, CRM (Cardiovascular), US Patient Advocacy, supports collaboration with relevant Cardiovascular patient communities to understand unmet needs that inform business strategy, mobilize patients to seek the best care and reduce access barriers.

## About the Role

### Major accountabilities:

- Support execution of integrated patient advocacy strategies aligned to critical business launch and growth brand objectives based on deep understanding of the patient/carer experience
- Maintain trusted long-term partnerships with prioritized patient organizations and communities in relevant Cardiovascular disease areas enabling business strategies
- Contribute to shaping the advocacy landscape on behalf of Novartis and position the company as a leader/preferred partner in the therapeutic area and disease
- Action patient/carer insights and implications for launch and growth brands in collaboration with corporate affairs and cross-functional partners
- Utilize corporate affairs function analytics and insights framework within scope of work
- Support issues management execution
- Follow key environmental and policy issues impacting the company's ability to operate
- Support key advocacy events and meetings
- Manage budget and agency

### Key performance indicators:

- Success rate in achieving desired business objectives and outcomes for specified therapeutic area
- Functional alignment of strategies, priorities, and objectives across therapeutic area
- Utilization of OGSM framework planning approach with measurable results and assessment
- Feedback from internal stakeholders on collaboration, expertise
- Feedback from patient organizations and key advocates indicating impact and a positive and transparent image for Novartis
- Procedural and reporting compliance
- Ownership of development plan

### Education:

- Bachelor's degree required

**Experience:**

- 7+ years of experience in patient advocacy or related discipline with a healthcare and/or pharmaceutical background, prior experience in cardiovascular disease preferred
- Experience building trusting relationships with patient organizations, professional associations and other stakeholders
- Commercial experience
- Implementation of integrated plans and projects against business objectives and priorities
- Influencing and navigating complexity
- Management of agency partners and budget
- Issues management

**Skills:**

- Strong written and verbal communication skills
- Strong people & communication skills
- Ability to navigate complexity
- Business acumen, critical thinking and collaborative mindset
- Strong sense of integrity
- Ability to multi-task and manage issues
- Ability to operate within a dynamic & ambiguous environment
- Understanding of US policy landscape

**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>

**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>

**Commitment to Diversity & Inclusion:** Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

**Novartis Compensation and Benefit Summary:** The pay range for this position at commencement of employment is expected to be between \$130,400.00 - \$195,600.00 / year; *however, while salary ranges are effective from 1/1/24 through 12/31/24, fluctuations in the job market may necessitate adjustments to pay ranges during this period. Further, final pay determinations will depend on various factors, including, but not limited to geographical location, experience level, knowledge, skills, and abilities.* The total compensation package for this position may also include other elements, including a sign-on bonus, restricted stock units, and discretionary awards in addition to a full range of medical, financial, and/or other benefits (including 401(k) eligibility and various paid time off benefits, such as vacation, sick time, and parental leave), dependent on the position offered. Details of participation in these benefit plans will be provided if an employee receives an offer of employment. If hired, employee will be in an "at-will position" and the Company reserves the right to modify base salary (as well as any other discretionary payment or compensation program) at any time, including for reasons related to individual performance, Company or individual department/team performance, and market factors.

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Division

Corporate Affairs

Business Unit

CTS

Location

USA

Site

East Hanover

Company / Legal Entity

U061 (FCRS = US002) Novartis Services, Inc.

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Major Accountabilities ~ Steigern Sie Ihr wettbewerbsfähiges Umsatzwachstum ~ Identifizierung und Priorisierung von Kunden mit hohem Potenzial durch Datenanalyse (HCPs und Stakeholder), die Verschreibungsentscheidungen beeinflussen ~ Steigern Sie die Vertriebsleistung durch die geschickte Orchestrierung positiver Kundenerlebnisse ~ Engagieren und Beziehungen aufbauen ~ Führen Sie wertorientierte Gespräche (persönlich und virtuell), um kritische Kundenherausforderungen, Entscheidungstreiber, Schwachstellen und Chancen zu verstehen ~ Personalisieren und orchestrieren Sie Customer Engagement Journeys für HCPs,

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