

# Head, Communication & Patient Advocacy Colombia

Job ID  
REQ-10017935  
Aug 02, 2024  
Colombia

## Summary

800 million! That's the number of lives we impact around the world through innovative products and cutting-edge medical science, Novartis is among the world's leading pharmaceutical companies, always seeking to bring innovative products to patients quickly and effectively. As a global company, resources and learning opportunities at Novartis are also plentiful, involving both global and local cross-functional careers. As part of Novartis Colombia, you will have great opportunities to develop and impact the success of our business, contributing to the same purpose of reimagining medicine to improve and extend people's lives.

For more information about Novartis access [www.novartis.com](http://www.novartis.com).

Novartis is unable to offer relocation support for this role: please only apply if this location is accessible for you.

## About the Role

### Major accountabilities:

At Novartis we want everyone to be able to be their best version, both in the work environment and in their personal lives. Therefore, we are continually evolving our way of work.

This Head, Country Communications & Engagement position is eligible for the hybrid working model (face-to-face and virtual). At Novartis, teams have the autonomy to decide the best flexible working format, balancing team collaboration, team impact on Novartis business, and employee well-being. Further details regarding working model will be explained throughout the selection process.

Your responsibilities include, but are not limited to:

- Lead and build the Innovative Medicines communications strategy and capabilities for Colombia, aligned to country priorities and in partnership with global C&E including anticipating and managing risk & advising management of reputational risk associated with specific activities.
- Manage the successful implementation of all external and/or internal Innovative Medicines communications & patient engagement activities in key projects and programs in the relevant business and geographic areas.
- Provide expertise in a single communications area and broad knowledge of several diverse areas (Associate Engagement, External Relations, Brand PR, Social-Digital). Utilize communications to inspire

the vision for the future, to engage associates with the company purpose and to role model the desired culture.

- Counsel senior management in all aspects of communications and patient engagement, select media spokespeople, conduct media training, and develop communications messages around key programs and initiatives.
- Oversee the management and allocate C&E resources and personnel to meet business objectives and priorities. Coordinate C&E agencies/teams to ensure implementation of strategy/action plans in line with global C&E guidance and country priorities as defined by the Country President and LT.
- Establish and maintain relationships with key external stakeholders such as media, patient groups, policy makers, etc. and ensure consistency of Novartis brand and market position in all communications.
- Embed the C&E measurement framework to build, monitor and evaluate performance to achieve and maintain best-in-class performance, while being fully consistent with the evolving legal, regulatory and compliance environment.
- Direct the development, review, and approval of C&E policies and procedures, and monitor implementation, ensuring alignment with functional communications strategy and policies.

### **Minimum Requirements:**

- Master Degree (e.g. MSc) / University Diploma or equivalent in Communications, Public or Corporate Relations.
- Operations management and execution, people leadership, organization scope, scale and complexity, geographic scope, collaborating across boundaries, financial management, new product innovation.
- Issues / risk identification & assessment, campaign impact forecasting, executive communications, change management, patient advocacy relations, reputation management, communication impact/effectiveness measurement.
- Fluency in English and Spanish.

### **Why consider Novartis?**

236 million lives were touched by Novartis Innovative Medicines in 2022 worldwide, and while we're proud of this, we know there is so much more we could do to help improve and extend people's lives. We believe new insights, perspectives and ground-breaking solutions can be found at the intersection of medical science and digital innovation. That a diverse, equitable and inclusive environment inspires new ways of working. We believe our potential can thrive and grow in an unbossed culture underpinned by integrity, curiosity and flexibility. And we can reinvent what's possible, when we collaborate with courage to aggressively and ambitiously tackle the world's toughest medical challenges. Because the greatest risk in life, is the risk of never trying!

### **Imagine what you could do at Novartis!**

**Join our Novartis Network:** If this role is not suitable to your experience or career goals but you wish to stay connected to hear more about Novartis and our career opportunities, join the Novartis Network here: <https://talentnetwork.novartis.com/network>

**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>

**Join our Novartis Network:** Not the right Novartis role for you? Sign up to our talent community to stay connected and learn about suitable career opportunities as soon as they come up:

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

Novartis is committed to building an outstanding, inclusive work environment and diverse teams' representative of the patients and communities we serve.

Division

Corporate Affairs

Business Unit

CTS

Location

Colombia

Site

Bogota (Pharmaceuticals / GDD / NTO / CTS)

Company / Legal Entity

CO01 (FCRS = CO001) Novartis de Colombia S.A

Functional Area

Communications & Public Affairs

Job Type

Full time

Employment Type

Regular

Shift Work

No

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Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society. Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society. Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society. Learn about our business, strategy and performance in 2023, and how we create sustainable value for stakeholders and society.

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