

# Head of Communications & Patient Advocacy, Germany (m/f/d)

Job ID

REQ-10075233

Apr 13, 2026

LOC\_DE

## About the Role

Key responsibilities:

- Represents function on CLT and is a trusted partner and counselor to Country President. Leads the country Communications & Patient Advocacy (C&PtA) organization across key areas of Corporate Communications and Therapeutic Area (TA) Communications & Patient Advocacy, using data-driven and multidirectional strategies to shape business outcomes and to promote and protect the company reputation.
- Provides counsel to business partners on latest communications channels/trends and opportunities to utilize C&PtA 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.
- Ensures collaboration across teams & units, above brand / functional activities and across geographies, to support fully integrated learning and interdependent ways of working that enables delivery of best-in-class comms and patient advocacy delivering business impact and shape the environment.
- Oversee execution of TA communications and patient advocacy strategy across team, 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.
- Oversee and drive local corporate communications strategy including media relations; policy communications in partnership with Public Affairs; and people & culture communications to serve our corporate strategy, position Novartis Germany as a thought leader and an employer of choice. Utilize real-time data to partner with Public Affairs on relevant inflection points that require amplification of our policy efforts. Craft impactful messaging and implement successful earned and paid media tactics to support advocacy efforts.
- Accountable for executing communications strategies in the event of issues and crises.
- 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 talent management and growth for team members in alignment with Novartis and Corporate Affairs culture and priorities - to embrace strategic and progressive mindsets; develop values of interdependency, geographic collaboration and results-orientation; drive AI fluency.
- Accountable for Country C&PtA budget, including allocations from Corporate Affairs and budget allocated by TAs for comms and patient advocacy strategies. Ensure appropriate and ethical dispensing of Patient Advocacy grants and sponsorships.

Essential Requirements:

- University degree
- Significant diversified communications & patient advocacy experience
- Experience in corporate communications, media relations, crisis and issues management, product PR communications, social media strategy and implementation as well as patient relations, stakeholder relations, policy work
- Leadership experience, executive presence paired with the proven ability to cultivate high performing teams
- Ability to prioritize & maximize resources
- Business and organizational awareness, enterprise perspective
- Proficiency in German and English (written and spoken)

## 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.

## Adjustments for Applicants with Disabilities:

The law provides for severely disabled / equal applicants the opportunity to involve the local representative body for disabled employees (SBV) in the application process. If you would like to request this, please let us know in advance as a note on your CV.

## Role Requirements

**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:** Learn about all the ways we'll help you thrive personally and professionally.

[Read our handbook \(PDF 30 MB\)](#)

Division

DIV\_CE

Business Unit

Corporate & Division Services

Location

LOC\_DE

Site

Munich (Non-Sales Force) (Novartis Pharma GmbH)

Company / Legal Entity

DE14 (FCRS = DE014) Novartis Pharma GmbH

Alternative Location 1

LOC\_DE

Functional Area

FCT\_CA

Job Type

Full time

Employment Type

Regular

Shift Work

No

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