NOVARTIS

TA Representative

Job ID
REQ-10087876
Окт. 27, 2026
Казахстан

Сводка

The TA Representative in Kazakhstan is responsible for supporting HQ by executing the in-field tactics for assigned priority brands within a defined territory. The role focuses on high-quality external stakeholder engagement and delivery of agreed field performance objectives, in line with Novartis policies, ethical standards, and compliance requirements.

About the Role

Major accountabilities:

- Execute the field execution framework by:
  - segmenting external stakeholders according to company standards (e.g., via ViP tool),
  - using tailored promotional content and key messages by segment audience,
  - adhering to data driven call plans suggestions (e.g., via IDS+),
  - consistently deploying personalized omnichannel stakeholders journeys enabled by global International digital tools (e.g., RepAI, IDS+, OnCore,Veeva, etc.),
  - adhere to the agreed target number of visits and their frequency and reporting timelines,
  - timely documenting external stakeholders visits.
- Deliver high-quality, compliant product promotion in-field activities and external stakeholders engagements, in alignment with brand and TA engagement tactics and by:
  - applying approved messages,
  - leveraging technology enablement to enhance external stakeholder engagement (e.g. RepAI, IDS+, OnCore, Veeva, CRM, etc.),
  - continuously improving execution quality through building on coaching feedback inputs and performance insights with respective area manager and/or TA head.
- Act as a trusted therapeutic area partner to HCPs, explaining clinical data, evidence, and appropriate product use leveraging product, area, and competition knowledge.
- Maximize technology enablement support systems, e.g. “next best action” proposals, to enhance external stakeholders engagement impact.
- Collect, interpret, and share field insights on best practices, external stakeholders needs, market dynamics, competitor activity, and territory needs and priorities, to develop actions to address them.
- Participate in or contribute to local events, meetings, and promotional activities in compliance with governance standards.
- Identifies opportunities to optimize promotional activities and develops a specific action plan to enhance long-term performance of account and in assigned territory.
- Collaborate cross-functionally with TA Brand Manager, Medical TA, Value & Access, and Execution Excellence partners.
- Operate fully in line with HQ guidance, Novartis policies, ethical standards, and local regulatory requirements, adhere to applicable legislation, SOPs, adverse event reporting requirements, and other relevant compliance obligations.
- Analysis of the entrusted territory and a plan for its development. Making a forecast for hospital purchases.
- Negotiating with clients and partners on the potential inclusion of the company's drugs in the formulary of health care facilities and regions, drug provision programs at the local level.
- Systematic work with key distributors, ensuring the necessary stocks of drugs in the entrusted region.
- Control of supplies and development of tender positions in the entrusted territory.

Key performance indicators:

- Achievement of field performance objectives
- Quality and effectiveness of external stakeholders interactions, including adherence to 6IBs model and personalized omnichannel external stakeholders engagement
- Coverage and frequency against suggested call plans
- Adherence to compliance, reporting, and CRM standards
- Quality of insights provided to cross-functional teams
- Progress on field effectiveness assessment (incl Capability building requirements)
- Adherence to field tactics guidelines
- Completed product and disease knowledge tests (if applicable)
- Achievement of the market share (market share of the products and the Company on the whole, and growth therein).
- Frequency of visits to the target clients, percentage of the clients with growing performance.
- Availability of a client database with segmentation (potential, loyalty, category and frequency of visits) valid for the current month.
- Patient access impact
- Launch excellence
- Portfolio growth

- Stakeholder engagement outcomes

Education:

· University degree in life sciences, business, or a related field.

Languages:

· English optional

· Country language required

Experience/Professional Requirement:

Relevant Experiences

· Proven experience in pharmaceutical or healthcare performance and promotional activities.

· Strong external stakeholders engagement and relationship management skills.

· Ability to execute omnichannel stakeholders journeys effectively.

· External stakeholders centric mindset with strong execution focus.

· Analytical skills to interpret data and KPIs.

· Strong communication and interpersonal skills.

· Ability to work independently while collaborating across teams.

· Proven ability to use digital/AI tools as part of daily work.

· High standards of integrity, ethics, and compliance awareness.

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)

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International
Business Unit
Sales
Место
Казахстан
Сайт
Kazakhstan
Company / Legal Entity
KZ03 (FCRS = KZ003) Novartis Kazakhstan LLP
Functional Area
Продажи
Job Type
Full time
Employment Type
Regular (Sales)
Shift Work
No

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