NOVARTIS

# Associate TA Representative

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REQ-10092175
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### Сводка

The TA Representative is responsible for supporting country and therapeutic area functions in executing the in-field tactics for assigned priority brands within a defined territory. The role focuses on high-quality external stakeholder engagement with proactive territory and account business planning, The TA Representative delivers agreed field and account 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,
- using tailored promotional content and key messages by segment audience,
- adhering to data driven call plans suggestions,
- consistently deploying personalized omnichannel stakeholders journeys enabled by global International digital tools (e.g., 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. OnCore, Veeva, CRM, etc.),
- continuously improving execution quality through building on coaching feedback inputs and performance insights with respective area manager and/or TA Lead.

· Assess stakeholder needs, customer networks, local healthcare environment, and relevant market insights; translate findings into prioritized engagement plans and field actions.

· Develop, maintain and implement Key Account Plans for assigned priority accounts, including stakeholder mapping, engagement activities, milestones and success measures; regularly review progress and adjust engagement approaches as needed.

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· Act as a trusted therapeutic area partner to HCPs, explaining clinical data, evidence, and appropriate product use leveraging product, disease-area, account and competition knowledge.

· Maximize technology enablement support systems, e.g. “next best action” proposals, and digital/AI tools, to improve stakeholder engagement, account planning, and execution impact.

· Collect, interpret, and share field insights on best practices, external stakeholders needs, best practices, market dynamics, competitor activity, and territory needs and priorities, to inform cross-functional decisions and plan adjustments.

· 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 country and therapeutical area guidance, Novartis policies, ethical standards, and local regulatory requirements, adhere to applicable legislation, SOPs, adverse event reporting requirements, and other relevant compliance obligations.Perform other job-related duties and responsibilities as required by the organization and/or OPM, in line with the employee’s qualifications, competencies, and professional experience

**Key Performance Indicators**

- Achievement of field, territory, account, and brand performance objectives

· Quality and execution of territory business plans and formal Key Account Plans, including delivery against defined milestones and KPIs.

- 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 and business relevance 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)

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**Background**

**Education:**

University degree in **life sciences, business, or a related field**

**Languages:**

· English

· Latvian

**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

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Sales
Место
Латвия
Сайт
Latvia
Company / Legal Entity
LV01 (FCRS = LV001) SIA Baltics, Latvia
Functional Area
Продажи
Job Type
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Employment Type
Regular (Sales)
Shift Work
No

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