NOVARTIS

Communications & Patient Advocacy (C&PA) Head, Singapore

Job ID
REQ-10093044
Ноя. 19, 2026
Сингапур

Сводка

#LI-Hybrid

Location: Singapore

About The Role:
In this role you will lead the development and execution of an integrated Communications & Patient Advocacy strategy aligned with the organization's business priorities in Singapore. Lead communications and advocacy excellence across the full brand lifecycle, from pre-launch and launch through in-market execution, for both corporate and priority brands. Serve as a strategic partner to the SG Leadership Team and cross-functional teams (Commercial, Legal, Medical, ERC, Public Affairs, and Value & Access) connecting expertise and perspectives to help shape the external environment, improve patient outcomes, and strengthen corporate reputation.
Use data, analytics, AI-enabled tools and external intelligence appropriately to generate actionable insights, anticipate emerging issues and improve the effectiveness of communications and patient advocacy strategies.

About the Role

Key Responsibilities:

Strategic Planning & Execution

- Co-develop TA communication and patient advocacy strategies, including KPIs, performance tracking, and implementation aligned with brand priorities.
- Leverage AI, advanced analytics and data-driven insights to identify emerging trends, stakeholder needs and reputational opportunities, strengthening strategic planning, scenario development and decision-making.
- Ensure systemic use of the OGSM framework to support TA/brand policy, strategy, and tactics.
- Partner with Policy & Public Affairs to build integrated OGSM frameworks that drive shared outcomes.

Patient Advocacy & Stakeholder Management

- Establish and nurture strategic relationships with internal and external stakeholders, including patient communities and advocacy groups, to co-create meaningful, long-term collaborations that address patient and healthcare system priorities.
- Represent the country perspective in regional patient-led committees and workgroups, contributing to the broader Corporate Affairs strategy.
- Help shape the healthcare environment by addressing systemic issues through strategic partnerships with patient organizations, healthcare stakeholders and relevant ecosystem partners.
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Media Relations & Brand Visibility

- Lead and support media relations strategies in coordination with Corporate Media Relations and Corporate Communications.
- Apply AI-enabled media intelligence, social listening and content analytics to identify emerging narratives, reputational risks and opportunities, optimize storytelling, and strengthen brand visibility.
- Drive business communications for key milestones and launch activities in collaboration with the associate engagement team.

Corporate Reputation & Employer Branding

- Shape and activate the corporate and enterprise narrative to strengthen reputation and support business priorities.
- Lead country issues and crisis communications preparedness and response.
- Provide executive positioning and communications counsel to senior leaders.
- Provide strategic counsel on external stakeholder dynamics and reputational opportunities and risks.
- Position the organization as an employer of choice by leveraging brand narratives that reflect our purpose, culture, and values.
- Align external communications with employer branding efforts to enhance talent attraction and retention.
- Shape and strengthen Novartis' enterprise reputation in Singapore, bringing together the breadth of our business, people and broader ecosystem to reinforce our

positioning as an innovative healthcare and employer partner.

Cross-Functional Leadership & Governance

- Serve as a trusted strategic advisor to the Singapore Leadership Team, providing counsel and insights on external trends, stakeholder dynamics, reputation, issues and communications.
- Collaborate seamlessly with regional and global teams to ensure consistent strategy execution.
- Manage budgets, resources, and external agencies to optimize impact, ensuring compliance with governance standards for patient advocacy grants, sponsorships, and TOV reporting.

Essential Requirements:

- **13 - 15 years of relevant experience** in corporate communications, healthcare communications, patient advocacy, public relations or a related field, with strong understanding of the pharmaceutical or healthcare environment.
- Demonstrated experience in **strategic communications, corporate reputation and product/disease-area communications**, with the ability to translate business priorities into integrated C&PA strategies.
- Strong experience in **external stakeholder engagement**, with the ability to build credible, long-term partnerships with media, patient organizations and other healthcare stakeholders.
- Proven ability to **advise senior leaders and influence cross-functional teams** in a complex matrix organization, with strong executive presence and stakeholder management capabilities.
- Experience in **issues and crisis communications**, with the ability to anticipate external trends, reputational risks and opportunities and provide timely strategic counsel.
- Strong **strategic, insight-led and data-driven mindset**, with the ability to translate external intelligence and analytics into actionable C&PA strategies and decisions.

Desirable Requirements:

- Experience working in a **global/MNC and complex matrix organization**, connecting country priorities with regional and global strategies.
- Experience across the **full brand lifecycle**, including pre-launch, launch and in-market communications and patient advocacy.
- Experience leveraging **AI, advanced analytics, social listening and media intelligence** to identify emerging narratives, stakeholder needs and reputational opportunities.
- Experience managing **external agencies, budgets and governance requirements**, including patient advocacy grants, sponsorships and transfer-of-value requirements.
- Broad experience spanning **both Communications and Patient Advocacy**, rather than deep specialization in only one discipline.

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)

Дивизион
Corporate Affairs
Business Unit
Communications
Место
Сингапур
Сайт
Mapletree Business City (MBC)
Company / Legal Entity
SG90 (FCRS = SG015) Novartis Asia Pacific Pharmaceuticals Pte. Ltd
Functional Area
Communications & Public Affairs
Job Type
Full time
Employment Type
Regular
Shift Work
No

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