NOVARTIS

TA Representative

Job ID
REQ-10093804
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Кувейт

Сводка

The TA Representative in NPhS country 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.

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About the Role

· 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.

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

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Company / Legal Entity
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Functional Area
Продажи
Job Type
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Employment Type
Regular (Sales)
Shift Work
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