

JOB DESCRIPTION

Position Title: Director of Communications

Department: Communications

Report To: Vice President of Communications

Job Summary: The Director of Communications, working with other departments and the Vice President of Communications, will develop and execute the Association for Accessible Medicines' (AAM) strategic communications plan. The Director is responsible for identifying, cultivating and maintaining relationships with key journalists, bloggers and influencers. The role proactively makes as well as fields press calls; writes press materials; creates social media and thought leadership opportunities and content; and is a steward of all efforts to elevate the Association's share of voice.

Essential Duties and Responsibilities:

- Manage the strategic communications plan in collaboration with other AAM departments and the Vice President of Communications.
- Act as a trusted resource and spokesperson while cultivating strong and sustained relationships with journalists covering the industry and its issues
- Create opportunities for the AAM message to be heard by journalists, policymakers and other important stakeholder groups
- Develop messaging materials for different platforms, including: letters, op-eds, talking points, social media posts, press releases, and media advisories
- Manage outside communications and public relations counsel
- Engage and coordinate the activities of Communications Task Force composed of communications professionals from member companies
- Perform other duties as assigned consistent with the goals of AAM.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Strong working knowledge of public affairs and writing for advocacy
- Exceptional writing and editing skills; ability to produce high quality written content under pressure with short deadlines
- Exceptional interpersonal skills, a focused listener
- Exhibits a positive attitude and professional demeanor
- Exhibits a high degree of personal initiative
- Exceptional prioritization, organizational and project management skills for timely implementation of projects involving multiple functions and external resources
- Ability to work in a collaborative environment and accomplish tasks with self-direction and provide exemplary customer service
- Ability to work creatively and with flexibility in a fast paced environment while maintaining high work standards.
- Fluent computer skills, including basic use of Microsoft Word, Excel and PowerPoint and the willingness to learn other software tools.
- Demonstrated facility with and affinity for social media

Education and Experience Requirements:

- Bachelor's Degree in related field (e.g. Communications, Journalism, Public Relations, English), required
- 5+ years of professional experience in the field of Communications, required
- Experience in a health care related, pharmaceutical or Association setting, highly desirable

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job.



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Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- None

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Standard office environment

Travel: up to 15%

This job description does not imply that the stated requirements are the only expectations for the position. Incumbents are expected to perform any other duties that may be assigned. AAM has the right to revise this job description at any time. AAM is an “at will” employer and as such, neither this job description nor your signature constitutes any form of contractual agreement between you and AAM.

Acknowledgement:

Name: _____ Date: _____

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