



## JOB DESCRIPTION

**Position Title:** Vice President, Communications

**Department:** Communications

**Report To:** President and CEO

**FLSA:** Exempt

**Last Revision Date:** 2023 06 01

**Job Summary:** The VP, Communications is responsible for developing and executing a broad communications, marketing, and public affairs strategy that empowers the association to successfully achieve its objectives and execute its mission. This position reports to the Chief Executive Officer and supervises the Senior Director, Marketing and the Director, Communications.

### **Essential Duties and Responsibilities:**

- Develop and drive the execution of a comprehensive communication strategy for the association.
- Serve as steward of the association's brand and reputation.
- Protect and defend the generic and biosimilar industry's brand and reputation to advance its policy and advocacy goals.
- Craft and tell the industry's story in a compelling manner – using data and the voices of patients and the industry's workforce – to resonate with stakeholders through different content types across multiple platforms and channels.
- Implement innovative methods for comprehensive brand reach to enhance perception and strengthen the reputation of AAM.
- Collaborate with AAM members to establish and refine messaging and advocacy communications strategy and tactics. Be a resource to- and help build the communications capacity of- member companies with training and tools to add their voice to tell the industry's story.

- Represent AAM in external settings as appropriate, serving as a spokesperson and subject matter expert on policy issues.
- Oversee AAM's external marketing & communications and its touchpoints, including website properties, social media and development of strategic materials including public affairs campaigns, talking points, reports, speeches and executive interviews.
- Through effective communications, develop and manage relationships for the association and the industry with strategic stakeholders, including the media, influencers, academics, Congress, Executive Branch (incl. but not limited to CMS, FDA, & HHS) and state policymakers.
- Cultivate and lead a high-performance communications team, including consultants, in both developing and executing communication strategy and planning.
- Establish AAM, its board, and industry CEOs as thought leaders.
- Strategically and tactically steward the association's (AAM) brand and those of its divisions and subgroups, including its Biosimilars Council.
- Develop and lead a comprehensive crisis communications plan and proactively manage crises as they arise.
- Organize and manage crisis planning and communications for association and industry.
- 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.

- Expert knowledge of public affairs, policy and/or regulatory issues of the generic and biosimilar pharmaceutical industry.
- Track record of setting and exceeding defined goals and communicating results and member value
- Team supervisory experience; the ability to establish and oversee work flow and processes, create and manage department budget, elevate department as a strategic internal partner, and effectively produce deliverables for members and internal partners.
- Ability to understand and synthesize complex issues to drive understanding among a range of audiences.
- Extensive knowledge of digital and marketing tools, social media and emerging channels.

- Work innovatively, creatively and with flexibility in a fast-paced, high-pressure environment while maintaining high work standards.
- Balance multiple requirements of internal and external constituents with flexibility and a steady temperament.
- Be diplomatic, resourceful, and persuasive.
- Anticipate challenges and effectively resolve conflict by identifying opportunities.
- Work independently as well as collaboratively with internal and external stakeholders, displaying a keen sense of protocol.
- Demonstrate business-savvy judgement.
- Develop rapport and engender trust.
- Display exceptional organizational and project management skills for timely implementation of projects involving multiple functions and external resources.
- Have a positive attitude and professional demeanor.
- Exhibit a high degree of personal initiative.

#### Education and Experience Requirements:

- Bachelor's Degree required. Advanced degree in public affairs, public health, or an equivalent, preferred.
- 10+ years of experience in pharmaceutical or related health care field, required. Strong policy background preferred.
- 5+ supervisory experience required.