

### JOB DESCRIPTION

**Position Title:** Senior Director, Political Engagement

**Department:** Government Affairs

**Report To:** SVP, Government Affairs

**Job Summary:** The Senior Director, Political Engagement will serve as a senior strategist, working on grassroots, advocacy communications and political strategy in partnership with the SVP, Government Affairs. The position will also work closely with federal government affairs, state government affairs, policy & strategic alliances, and communications to develop advocacy campaign strategies and tactics to support AAM and its member companies' priorities before state and federal legislators, regulators and other policymakers. The role is responsible for growing the PAC, developing a grassroots and member engagement program and for devising and implementing advocacy initiatives to support AAM advocacy and communications objectives.

#### Essential Duties and Responsibilities:

- Identify public, political and advocacy opportunities to harness the generic industry's goodwill to improve the success of the policy agenda of the AAM and its member companies.
- Develop strategic plans to augment AAM's direct lobbying activities and work collaboratively with government affairs, communications, and other departments to implement activities to achieve short- and long-term goals (e.g. building legislative champions, engaging member companies, and creating a grassroots infrastructure of members, patients and third parties).
- Focus on grassroots development, engagement and mobilization of industry and patient advocates to target key state and federal legislators; works in coordination with strategic alliances to achieve success on priority issues.
- Create a game plan for and management of fly-ins, HQ/plant tours and other member engagement activities with key legislators.
- Oversee the management (growth and strategic disbursement) of the federal PAC and implement best practices to increase contributions and effectiveness.

- Help direct association's social and earned media campaigns and act as spokesperson, when necessary.
- Enhance the AAM and industry brands within the "beltway" community by participating in political, communications and grassroots networks.
- Collaborate with the SVP, Government Affairs on department budget/performance metrics, outside consulting contracts, deliverables and relationships. Serve on ~~internal~~ AAM taskforces and work groups (wash reps, comms, state, etc.) to provide updates to 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.

- Exhibits a strategic orientation and extensive understanding of state and federal government practices and how to influence policymakers' decisions.
- Demonstrated ability to develop and implement public policy, political, grassroots and communication tactics and strategies.
- Ability to be politically savvy, with strong relationships throughout state and federal legislative networks.
- Ability to build coalitions to help drive legislative and regulatory agendas at the state and federal levels.
- Ability to be diplomatic, resourceful and persuasive.
- Ability to prioritize and manage multiple initiatives simultaneously.
- Ability to demonstrate good business judgement.
- Ability to work creatively and with flexibility in a fast paced environment while maintaining high work standards.
- Ability to anticipate challenges and effectively resolve conflict by identifying opportunities.
- Ability to build, maintain and enhance relationships with key stakeholders, both inside and outside AAM.

- Ability to work independently as well as collaboratively with internal and external stakeholders, a keen sense of protocol.
- Ability to develop rapport and engender trust, transparent.
- Ability to inspire and motivate constituents.
- Ability to balance multiple requirements of internal and external constituents with a flexibility and a steady temperament.
- Exceptional written and oral communication skills.
- Exceptional interpersonal skills, a focused listener.
- Exhibits a positive attitude and professional demeanor.
- Exhibits a high degree of personal initiative.
- Effective negotiation skills.

### Education and Experience Requirements:

- Bachelor's Degree, required
- 8+ years of experience as a government affairs leader with a major company or association, a long-term legislative position, or as a senior public servant in a relevant government department or agency, required.
- Experience developing and implementing advocacy strategy, including political activities, grassroots, PAC, and communications, required.
- Experience with health care issues, required.
- Supervisory experience, preferred.

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

- None



## Your Generics and Biosimilars Industry

**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 25%

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: \_\_\_\_\_

[www.accessiblemeds.org](http://www.accessiblemeds.org)

