



Your Generics and Biosimilars Industry

JOB DESCRIPTION

Position Title: Director, Communications

Department: Communications

FLSA: Exempt

Report To: SVP, Communications

Last Revision Date: 2022 03 30

Job Summary: The Director, Communications, working with other departments, the SVP, Communications, and Communications Department colleagues will help develop and execute the Association for Accessible Medicines' (AAM) strategic communications plan. The Director oversees the organization's content development (highlighting industry data, patient and provider stories, and member companies and their employees), while working with the rest of the Communications team on strategic deployment. The Director is responsible for identifying, cultivating and maintaining relationships with key journalists. The Director is responsible for convening and shepherding the working group composed of member company communications leads and produces AAM's All Access podcast.

Essential Duties and Responsibilities:

- Manage the strategic communications plan in collaboration with other AAM departments and the SVP, Communications.
- Act as a trusted resource and spokesperson while cultivating strong and sustained relationships with journalists covering the industry and its issues
- Generate and field press calls
- Organize AAM interviews and statements
- 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
- Create thought leadership opportunities and content



- Oversee content, including development, review and dissemination
- Produce the All Access podcast
- Manage outside communications and public relations counsel
- Engage and coordinate the activities of Communications Working Group, comprising 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 experience in the field of Communications, required
- Supervisory experience, preferred
- Experience in a health care related, pharmaceutical or Association setting, highly desirable



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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 or remote environment

Travel: up to 15%

