

Senior Manager Product and Corporate Communications

Astellas Pharma Canada is currently searching for a Senior Manager, Product and Corporate Communications reporting to the Director, Regional and Product Communications.

Description:

This position is responsible for leading and executing the corporate communications strategic plan and corresponding activities for APCA. This individual leads strategy and planning, drives execution of internal and external communications and oversight of channels and collaborates with the corporate affairs Americas team to achieve Astellas Pharma Canada's strategic business goals. Internal communications includes: Canadian affiliate general manager's communication, employee engagement, content and logistics for meetings and events, intranet management and content development. External communications includes: media relations, corporate social responsibility, therapeutic area communication strategy, executive visibility, issues management and corporate reputation.

Essential Job Duties:

- Counsels and partners with general manager and other APCA senior management in developing and executing clear and effective communications strategies that furthers company's business strategies to internal and external audiences, including executive visibility programming
- Partners with Director, Regional and Product Communications to develop and implement an annual corporate communications strategic plan and corresponding initiatives to achieve the business objectives of APCA by identifying and driving key communication programs to support the business needs; Collaborates with the corporate affairs Americas team on brand, reputation, corporate citizenship and culture initiatives to communicate a consistent brand image
- Interprets and uses quantitative and qualitative inputs to understand Stakeholder motivations and preferences
- Provides strategic and executional oversight for external and internal communications and materials, digital communications, special events and media relations at APCA, including executive visibility and therapeutic area communications strategy (i.e. disease awareness)
- Develops strategies and prepares for potential issues leveraging regional issues management communications plan, drafting standby materials and recommendations, and leveraging relationships with top media to mitigate crises and effectively deliver APCA corporate messaging
- Serves as a corporate spokesperson and lead point person for proactive and reactive media interactions that help promote and/or impact the organization
- Quantitatively and qualitatively measures impact of communications through monitoring, engagement and business outcomes to gauge program effectiveness and improve short and long term planning, strategies and tactics
- Learns and understands company ecosystem, industry trends, regulatory trends, and overall business acumen to drive effective collaboration to achieve objectives

- Manages relationships with various public relations firms and external service providers, identifies potential new resources and ensures the most efficient and economical utilization of these services to maximize the return of budget dollars

Required Qualifications

- University degree required in communications, public relations, marketing or related field.
- Requires minimum 8 years of progressively increasing corporate communications, marketing communications or public relations experience and six years management experience.
- Experience in Therapeutic Area Marketing and Public Relations.
- Ability to think strategically – understand, simplify, and communicate complex business concepts.
- Demonstrates experience working across levels of organization with proven ability to create cross-functional project alignment.
- Strong presentation, verbal and written skills.
- Ability to distill complex language into easy-to-understand terms and able to quickly synthesize information from a variety of sources (internal and external) into one effective output.
- Ability to effectively manage and build relationships with external stakeholders and partners.
- Ability to build and maintain strong working relationships with corporate, regional and functional communications professionals.
- Able to handle multiple priorities and establishing and maintaining effective and efficient channels of communication with new media and opinion leaders.
- Established relationships with industry, business, media, and stakeholders especially in Business and pharmaceutical sectors.
- Strong leadership abilities and proven ability to manage budget programs and multiple agencies.
- Excellent interpersonal, organizational and communication skills required.
- Able to develop a proactive approach to maintain effective, current, and relevant communication plans.
- Ability to travel 20-25 percent domestically and internationally.
- Understanding of and experience in the Pharmaceutical industry preferred.
- Strong analytical skills and business acumen.
- Proven experience in effectively communicating with top-level Executives.
- Demonstrates strategic agility and excellent judgment.
- Spokesperson experience: expected to act as company representative with media and at public events.

Preferred Qualifications

- Bilingual English and French a plus
- Experience managing staff

If your skills and experience match our needs, please email your resume to:
employment@astellas.com.

Astellas Pharma Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the hiring process.

No telephone inquiries, in-person applications, or agencies please. While we appreciate all applications, only candidates under consideration will be contacted.