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Job Description

Please fill in this form and save it as described in SOP 000151.

Background information	
Name of employee: <i>(John Doe)</i>	LEO-id:
Revision Date: <i>(dd-mmm-yyyy)</i>	06-Nov-2018
Title: <i>(E.g. Specialist, coordinator, project manager, Head of Department etc.) (Outline internal vs. external, if applicable)</i>	Multi-Channel Marketing Lead
Department name: <i>(e.g. Patient Solutions Thrombosis)</i>	Patient Solutions Dermatology
Org. Unit ID (optional): <i>(e.g. 30030281 or N/A)</i>	N/A
Location: <i>(Country/State/Province/Region or City, as applicable)</i>	Canada
Job type: <i>(e.g. Business Administration & Support, see Pulse for more info, here)</i>	Patient Solutions
Job Band & Job Level: <i>(e.g. P3, see Pulse for more info, here)</i>	P4 (under review)
Immediate manager title: <i>(Reports to e.g. Vice President Sourcing)</i>	Senior Cluster Patient Solutions Manager- Dermatology
Business responsibility (if applicable)	
No. of direct reports:	0
No. of reports in total:	0
Financial magnitude: <i>(Budget owner, P/L, Sales and/or Cost)</i>	N/A
Authority: <i>(Areas where the position holder is accountable)</i>	N/A
Objectives and tasks	
Overall objective: <i>(Short description of the overall objective of the position - the purpose of the role)</i>	The incumbent in this role is responsible for the communication towards non-targeted Health Care Professionals (HCP's), in order to increase awareness and usage of LEO Pharma's Dermatology branded portfolio. This role will directly be responsible to drive consent of these physicians, to develop a Multichannel communication strategy and materials and manage digital channels wherever applicable.
Responsibilities: <i>(Short description of the tasks and responsibilities which are key to the role. List in prioritised order)</i>	<ul style="list-style-type: none"> • Create and drive the vision and Multi Channel Marketing (MCM) strategy across dermatology (Including but not limited to digital) in alignment with dermatology marketing strategy • Create multi-year MCM/Social Media tactical plan, in alignment with the division strategy (driving the long term MCM/ digital transformation)



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	<ul style="list-style-type: none"> • Identify, create and implement effective MCM tools/ digital projects e.g. CHE web portals, websites such as Derm world, automated marketing tools, e-mail consent captures with non-target HCPs, webinars etc. • Working in partnership with the Sales Force and the Cross Functional team members, such as the National Continuing Education Manager and the LEO iLab team members, develop, provide and create/ adapt content for MCM • Collaborating closely with brand team and medical team to create/ adapt the content and deploy tactics aligned with dermatology marketing strategy. • Project manage digital vendors • Adapt global branded and non-branded MCM (including digital) communication materials for use in the Canadian market place. • Collaborate closely with cluster and region in content development and projects. Align the Canadian MCM strategy with the region and cluster and share back best experience • Localize and leverage available MCM content available from region/cluster based on Canadian regulations.(Diamond and MC Forum projects) • Drive digital communication to non-targeted HCP's and develop content for communication for targeted HCPs through sales force/ e-rep. • Create, manage and drive traffic across social media channels, if and when applicable • Delivery and roll-out of MCM tools for marketing automation, new channels and MCM engagements that will impact engagements with stakeholders • Responsible for the monitoring and reporting of KPIs in MCM activities, collaborating closely with the customer insight manager <p>General</p> <ul style="list-style-type: none"> • Ensure compliance with appropriate SOP's, policies and guidelines. • Complete mandatory training in assigned timelines upon hire as well as when new policies, SOP's, guidance are issued. • Participate in personal development and training sessions as required for the position. • Work in a safe manner that does not endanger yourself or co-workers. Report any health or safety concerns (internal and external) in compliance with LEO policy and standard procedures. • Strive to consistently uphold LEO Pharma's core values. • Execute other duties as may be required by Executive team members and other members of LEO Pharma's Management team as training and experience allow.
<p>Key working relationships: <i>(Interface and cooperation with e.g. internal functions or external partners)</i></p>	<p>Close interface and cooperation with internal staff in Dermatology Brand team Finance, Market Access, Commercial Operations, Medical Affairs, and iLab. Externally this position interacts with: health care professionals, key opinion leaders, public relations agencies and other vendors.</p>
<p>Job specific competencies</p>	
<p>Requirements to e.g.:</p> <ul style="list-style-type: none"> • <i>professional</i> competencies (education, training, experiences) • <i>business insights</i> (knowledge of the business and industry) • <i>behavioural</i> competencies (demonstrated behaviours - see <i>Pulse</i> for more info, here) 	<ul style="list-style-type: none"> • 3-5 years of experience with Multichannel Marketing including social media platforms and digital marketing • Strong knowledge of MCM/social media legal guidelines • Deep understanding of multi-channel communication trends with an expertise in database and digital marketing. • Working knowledge of HTML, Javascript, etc. • WordPress (for content authoring) • Google Analytics (for analyzing user traffic on our site) • Demonstrated project management skills. • Experience in optimizing, growing and managing email programs • Excellent presentation skills using PowerPoint, Excel, Word is a must



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	<ul style="list-style-type: none"> • Experience in the pharmaceutical/consumer goods industry is preferred • In-depth knowledge of metrics, digital analytics, ability to generate, analyse and interpret data to produce insights • Excellent communication/editing skills, research and teamwork skills, and attention to detail. • Deadline driven, strong sense of urgency and commitment • Strong written, verbal and presentation skills; ability to gain confidence from clients during presentations. <p>Behavioural Competencies</p> <ul style="list-style-type: none"> • Cultivates Innovation • Courage • Persuades • Collaborates • Drives Results • Nimble Learning • Strategic Mindset
Working Conditions:	<ul style="list-style-type: none"> • This position requires working in a normal business environment. • This position may require some travel (10-20%).
<p>Job description hereby understood and agreed:</p> <p>_____</p> <p>Employee's signature</p> <p>Date:</p>	<p>The correctness of the job description is hereby confirmed :</p> <p><i>P. Altieri</i></p> <p>_____</p> <p>Manager's signature</p> <p>Date:11/06/2018</p>

Acknowledgement
<p>LEO Pharma reserves the right to make modifications to this job description as deemed necessary by changing position and business requirements. The job description documents the general nature and level of work but is not intended to be a comprehensive list of activities, duties and responsibilities required of job incumbents. Therefore, job incumbents are expected to perform all other duties as assigned or required, as training and experience allow.</p> <p>The job description is a requirement under LEO Pharma's Quality Management System. It does not form part of the employment agreement between the employee and LEO Pharma and cannot be relied on in this respect.</p>