

<p><u>PREREQUISITES:</u></p>	<p>BS/BA required; MBA or advanced degree preferred. 3-5 years of experience in the pharmaceutical/biotechnology industry within an international environment preferred;</p>
<p>This position is responsible for leadership and coordination of patient communication and education initiatives across all hematology indications. The position will act through close cooperation with marketing, PR, GR and medical affairs departments and report into the VP Head of Hematology Europe.</p> <p style="text-align: center;">Manager Patient Communication Hematology Europe</p> <p><u>Responsibilities will include, but are not limited to, the following:</u></p> <ul style="list-style-type: none"> • In cooperation with marketing, medical affairs, public & government relations departments, ensure to have overall annual plan - incl. communication strategy, key tactics and timelines, cooperation with patient organizations - on patient communication across all Celgene hematology products and indications • In cooperation with marketing, medical affairs, public & government relations departments, define optimal communication tools and platforms - through print media, electronic and social media, education through KOLs, nurses or patient organizations - per tactical element agreed while ensuring full regulatory and legal compliance in Europe • In close cooperation with marketing and medical affairs departments, priority teams and MM/MDS/lymphoma disease teams, define key tactics and ensure implementation of agreed upon projects on the following <ul style="list-style-type: none"> ○ best use of Celgene products in terms of treatment duration and side effect management ○ patient initiatives supporting compliance and adherence ○ MM/MDS/Lymphoma disease education for patients using traditional & new media ○ Planning and implementation of campaigns supporting diagnosis and risk assessment, the development, validation and implementation geriatric assessment tools in MM, MDS and Lymphoma • in cooperation with medical affairs department, ensure verification of age adapted dosing recommendation for Revlimid in MM patients; prospectively validate the implementation of a simplified geriatric assessment tool in clinical practice • in cooperation with local, regional and global Marketing teams, plan for and implement social media project, supported by European patient organization, providing an innovative patient communication and education platform in Multiple Myeloma across Europe <p><u>Skills/Knowledge Required:</u></p> <ul style="list-style-type: none"> • Demonstrated experience in developing & implementing state of the art medical/marketing and communication projects within a multi-national environment • Very good project management skills in order to ensure timely implementation of complex cross functional and geographical projects • Must through strong communication & negotiation skills have the ability for cross-functional cooperation, ensuring strategic and tactical alignment, driving implementation, providing information and collaboration. • Very good communication skills and cultural awareness/sensitivity, and ability to deliver complex messages and projects to various internal and external customers with a track record of effective and influential presentations. • Initiative, creativity, strategic capabilities, and ability to work effectively in complex, rapidly 	

changing environments

- Excellent team player with ability to communicate, align and navigate cross functionally.

Mr Steve Raffaelli
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CV in English to email : sraffaelli@celgene.com