

## ARE YOU THE ONE? WE ARE LOOKING FOR

### European Communications Consultant (6 Month contract via consultancy agency or self-employed)

Terhulpesteenweg 6, 1560 Hoeilaart, Belgium

#### For Us, It's A Mission

At Mylan, we mean it when we say we work every day to provide access to high quality medicines to the world's 7 billion people. If you are unconventional, relentless and passionate. If you believe in doing what's right, not what's easy. If you are a doer and have a passion for serving others, we want to talk to you.

#### Make a Difference

At Mylan, each person has the ability to make a difference. From the providers who sell and market our products, to the producers who develop and manufacture them and finally to our business partners who support the providers and producers, we all have a mission critical role. Here's how this role will help:

#### Position Purpose:

As a part of the European Communications Team, the Europe Communication Consultant will help raising the company's awareness, pilot PR to support various Mylan's brands across Europe, reporting to the Head of Europe Communications and liaising frequently with Marketing, Policy & Market Access, HR and Country leads. In this capacity, the Europe Communication Manager will help achieve countries business objectives and will serve as an important partner to Marketing, collaborating on main therapeutics areas and major brands. The Europe Communication Manager will also support Country leads across Europe in their internal communication.

- In link with the Head of Europe Communications, lead the Corporate & Brand PR strategies, the development and execution of integrated communication plans for EUROPE, partnering closely with Cluster Heads, Country managers, EUROPE and local marketing and Policy & Market Access.
- Drive communication strategy in European countries, coordinate local PR agencies, Digital agencies and other external vendors to develop and implement the communication plan.
- Develop and edit communications materials such as press releases, fact sheets, Op-Eds and bylined articles, key messages/talking points, Q&As, external online content, ensuring consistent messaging across all platforms; coordinate social media channels
- Partner with the European marketing community to support the development of marketing materials including brochures, sales collateral materials, advertising, videos, infography, web content, social media, general communications, etc. Review and edit existing promotional materials for marketing effectiveness, alignment with corporate and business unit key messages and adherence to brand guidelines.
- Identify and implement creative and timely PR campaigns to support key marketed products, new product launches and awareness around key issues.
- Partner with HR and Country leads to support their internal communications
- Perform other duties as assigned.

#### Make Our Values Your Values:

Mylan hires only the best. People who thrive in a culture of innovation and empowerment. People who are active learners and have a positive attitude. People who are leaders and know that by working together we can run faster, reach higher and achieve more. By doing so, we will continue to set new standards in healthcare. Here are the minimum qualifications and essential functions for this temporary project :

### KNOWLEDGE

- At least 7 years' experience in communication, media relation or public relation
- Must possess understanding of public relations within European environment; familiarity and relationships with a wide range of media outlets (national, local, trade) that have covered and/or have the potential to cover the company and its products
- Understanding of European Public affairs environment
- Experience with social media campaigns
- Experience in internal communications
- Excellent judgment, especially in terms of appropriate information disclosure
- Strong commitment to teamwork in a complex and multicultural matrix environment
- Successful working experience in pharmaceutical industry
- Written and spoken proficiency in English, French and Dutch plus another continental European language is desirable

### SKILLS AND ABILITIES

- Outstanding written and verbal communication skills
- Must possess strong public relations writing and media relations skills; proficient at writing press releases and other communications
- Candidates should have an engaging interpersonal style capable of building confidence and rapport with senior executives and internal partners
- Demonstrated ability to think creatively, originate new ideas and drive them forward
- Demonstrate a consumer mindset
- Must have a willingness to invest the time needed to conduct sufficient research, as appropriate
- Outstanding relationship management skills with critical constituencies
- Excellent project management skills
- Organized and ability to work with a sense of urgency

Interested? thanks for sending your CV at [HR\\_Belgium@mylan.be](mailto:HR_Belgium@mylan.be)