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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:
Revised: <i>(date and version)</i>	2017
Title: <i>(E.g. Specialist, coordinator, project manager, Head of Department etc.)</i>	Dermatology Account Manager
Department name: <i>(e.g. Patient Solutions Thrombosis)</i>	Topical Dermatology
Org. Unit ID (optional): <i>(e.g. 30030281)</i>	
Location: <i>(Country/State/Province/Region or City)</i>	UK Field Based
Job type: <i>(e.g. Business Administration & Support, see Pulse for more info, here)</i>	Sales & Account Management (P1-P5)
Job Level: <i>(e.g. P3, see Pulse for more info, here)</i>	P3
Immediate manager title: <i>(Reports to e.g. Vice President Sourcing)</i>	Regional Business Manager
Business responsibility (if applicable)	
No. of direct reports:	
Financial magnitude: <i>(Budget owner, P/L, Sales and/or Cost)</i>	
Authority: <i>(Areas where the position holder is accountable)</i>	
Objectives and tasks	
Overall objective: <i>(Short description of the overall objective of the position - the purpose of the role)</i>	As a Dermatology Account Manager you will have full responsibility and accountability for driving and managing the Dermatology business on your territory. Using leading edge Key Account Management techniques you will target specific business critical accounts driving sales growth, through market access and advocate development. You will have the freedom to liaise with key customers and stakeholders within secondary care, primary care and across the broader local health care economy with the objective of achieving both territory business goals, and maximal patient and prescriber satisfaction from their treatments. In addition to first class marketing support you will have local responsibility for deploying additional resources such as PR and additional promotional channels to achieve your key account objectives.
Role and responsibilities: <i>(Short description of the tasks and responsibilities which are key to the role. List in prioritised order)</i>	Delivery of business and sales targets within a defined geographical territory through key accounts.



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	<p>Development and Maintenance of high quality account plans, updated regularly and tailored to deliver business goals within identified account geography.</p> <p>Increasing the prescribing of our Dermatology portfolio through effective promotional activities to influential customers across the healthcare economy.</p> <p>Cultivate productive and collaborative relationships with key internal and external stakeholders that will realise business outcomes in the short, medium and long term.</p> <p>Ensure adherence to all LEO compliance frameworks and ABPI guidelines.</p> <p>Developing innovative projects that benefit patients and bring value to stakeholders and to LEO</p> <p>Maximising Business Opportunities</p> <p>Anticipate stakeholder's needs, based on thorough customer and environmental insight.</p> <p>Uncover, evaluate and deliver business opportunities within each target account.</p> <p>Responsible for the setting of and delivery of key business metrics by account.</p> <p>Recommend of a variety of resource deployment to optimise business including type, amount and ROI assessment.</p> <p>Create, develop and implement compliant client centric solutions which in turn drive business benefit for stakeholders and LEO.</p> <p>External Stakeholder Engagement</p> <p>Create the right environment to achieve and maintain optimal market access thereby ensuring that patients and prescribers gain timely access to our medicines.</p> <p>Have a full understanding of stakeholders, their needs and the environment in each key account.</p> <p>Create clear and effective stakeholder mapping, including decision makers, influencers and access generators.</p> <p>Create detailed individual stakeholder plans which lead to win:win solutions for both the customer and the organisation.</p> <p>Conduct effective and challenging stakeholder interactions which progresses account objectives and enhances partnerships.</p> <p>Maintain complete, accurate and up to date stakeholder records in line with company processes and policies and utilise this data for planning.</p> <p>Build trust and manage external stakeholders and influential bodies, identifying joint working opportunities and developing KOL advocacy.</p>
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Work with key stakeholders to identify innovative solutions that generate enhanced health care solutions.

Market Access

Identify opportunities to improve the positioning of the LEO Dermatology portfolio in formularies, protocols and local guidelines.

Develop plans with clear strategies, SMART objectives and tactics to realise these opportunities.

- Implement these plans to deliver against identified business and account opportunities.
- Effectively promote brands to targeted (formulary/ guideline/ protocols) decision makers to ensure brands are prescribed optimally compared to national guidelines and in line with product licence
- All activities completed in line with ABPI governance

Internal Stakeholder Engagement

Harness wider LEO resources and skills to fully optimise business generation within all key accounts.

Liaise and work collaboratively with Dermatology Development executive as appropriate.

Proactively work with the medical, market access, communications and marketing teams to develop solutions that deliver against stakeholder expectations and achieve account plan objectives.

Share customer insights and adopt best practice nationally across departments and peer group to inform the future development of materials, campaigns and propositions.

Build relationships and influence cross functional teams to meet the ever changing stakeholder needs.

Optimise internal/external stakeholder time, recognising the need to align internal/external needs against competing resources.

Learning and development

Learns quickly, independently, and confidently in the context of an activity; extends and deepens that learning; and effectively integrates new information and skills to enhance performance.

- Develop high expertise and knowledge in your local health economy that drives business success and ensures credibility with stakeholders.



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	<ul style="list-style-type: none"> • Share learning with colleagues to develop shared expertise across all LEO colleagues. <p>Learns quickly when facing new problems; analyses both successes and failures for clues to improvement; experiments and will try anything to find solutions with stakeholders</p>
<p>Key working relationships: <i>(Interface and cooperation with e.g. internal functions or external partners)</i></p>	<p>HCP Customers (Consultant, GP, Nurse, Pharmacist, Payer) Marketing Medical Market Access Sales Leadership Human Resources Finance (T&E)</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) 	<p>Essential:</p> <p>Educated to Degree level or equivalent</p> <p>Full driving licence</p> <p>ABPI qualification</p> <p>Proven record of ability to work independently and take ownership and accountability of results.</p> <p>IT proficiency with Microsoft office suite (Word, Outlook, Powerpoint and Excel)</p> <p>Evidence of persistence in achieving business objectives.</p> <p>Desirable:</p> <p>Awareness of NHS policies and structure relevant to job role (e.g. Wellards diploma or equivalent)</p> <p>Evidence of skills required to gain formulary and protocol inclusion or similar process.</p> <p>Experience of working within NHS or pharmaceutical industry role</p> <p>Proven record of achieving sales success.</p> <p>Good understanding of Key Account Management with a proven track record of influencing prescribing and decision making with non-prescribers.</p> <p>Customer knowledge and experience of designated LEO territory</p> <p>Experience of successful cross functional team collaboration.</p> <p>Knowledge of Dermatology</p> <p>Professional Competencies:</p> <p>Strong selling, influencing and negotiation skills.</p> <p>Confidence to interact with customers at all levels.</p> <p>Strong communication and interpersonal skills.</p> <p>Excellence in working as part of a team.</p> <p>Excellent planning and organisation.</p> <p>Solutions focused and effective problem solving skills.</p> <p>Achievement oriented, energetic, enthusiastic and self-motivated. Motivated and passionate to succeed and works with a sense of urgency.</p>



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	Ability to work in a changing environment Confidence to manage challenges and ambiguity
	<u>Behavioral Competencies</u> <ul style="list-style-type: none">- Customer Focus- Strategic Mindset- Communicates Effectively- Drives Results- Collaborates- Nimble Learning- Manages Ambiguity- Action Oriented
Job description hereby understood and agreed: Date: _____ Employee's signature	The correctness of the job description is hereby confirmed : Date: _____ Manager's signature

Acknowledgement
LEO Pharma reserves the right to make modifications to this job description as deemed necessary by changing position and business requirements. 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.