



**Takeda Pharmaceuticals
Job Description**

Job Title:	Content & Community Manager
Function:	Compliance
Department:	Global Compliance
Reports To:	Head of Global Compliance Operations
Written By:	Mwana Lugogo
Date Written	November 2016
Job Number	
Job Effective	

OBJECTIVE: *(Briefly summarize the overall purpose of the position. Objectives should be written in 3 – 4 statements).*

This is a position in a Global Compliance function that was formed in 2014. Its Mission is to enhance trust and protect Takeda's reputation by enabling a culture of ethical behavior based on its Values. And its Vision is that all employees will be empowered to take accountability for ethical decisions that serve patient's needs & advance sustainable growth. Takeda developed a digital hub to bring to life a practical approach to decision making through an online, immersive platform accessible for all employees. This platform is also a source of content which brings the Code of Conduct to life for employees both on- and off-line.

This motivated, self-starter will be able to operate in a fast paced and changing environment and has four core areas of responsibility as part of the maintenance and continuous improvement of the digital hub:

- Content Strategy
- Building and Managing Stakeholder Relationships
- Content Management & Continuous Improvement

The individual will support the digital hub community proactively and reactively, working closely with potential influencers, content sources, subject matter experts and the ambassador network.

The Content & Community Manager will build close relationships across the business and act as a bridge between the global business and the CoC community. They will be responsible for managing content which will inform the business with valuable information that will strengthen Takeda's approach to ethical decision making.

This person will also provide valuable insight into a range of off-line activities, and assist with repurposing any content for off-line or other purposes.



ACCOUNTABILITIES: (Describe the primary duties and responsibilities of the job. Approximately 5 – 10 task statements should be identified).

This person should be proactive, forward thinking and passionate. They should apply initiative and creative thinking, and be highly flexible whilst being focused on delivery.

They should live by our Takeda Values and foster a collaborative working environment, putting their excellent interpersonal, team and stakeholder management skills into play every day.

Content Strategy (10%)

- Driving creation, conception, and presentation of content strategy, working with internal stakeholders and external agencies
- Work with Compliance, HR and Communications to shape the content strategy; and tailor it to topical or business critical matters on a global, regional and local level
- Develop effective engagement approach to support roll-out, uptake and continuous usage of content. This will include use of content in off-line activities

Building and Managing Stakeholder Relationships (40%)

- Communicating and coordinating with content submitters, approvers and production and strategy/planning teams to ensure smooth publishing process and that the strategy supports overall goals and objectives.
- Building and managing the ambassador network, ensuring active participation in content creation and ongoing hub optimisation
- Building and managing relationships with other functions and BUs ensuring active participation in regards to content creation
- Building and managing a network of subject matter experts, review and approve content

Content Management & Continuous Improvement (50%)

- *Content creation and documentation*
 - Help define content types with subject matter experts; develop and communicate guidelines for content development
 - Set out content submission end to end processes and templates
 - Design an effective approach for content documentation and maintenance of a sustainable database
 - When necessary, writing, editing or advising on content
 - Support repurposing of content for off-line or other purposes
- *Content Pipelining & Publishing*
 - Create and maintain content calendars, in line with strategy
 - Support roll out of approval process of internal content, user generated and external content.
 - Run timely publishing processes
- *Moderation and Reporting*
 - Monitor and manage responses to comments and feedback in a timely manner ,
 - Design and implement a measurement approach
 - Utilize tools to generate insights on interest uptake and viewability, feeding back into the strategy
 - Summarize insights to create actionable reports; identify and analyze trends
 - Provide recommendations for continuous improvement. This will include presentations to the senior management.
 - Provide subject matter expertise as required

Additional duties and responsibilities

- Collaborate with other Compliance teams on an as needed basis for either project-based or operational activities that pertain to off line activities and broader compliance initiatives



EDUCATION, EXPERIENCE AND SKILLS: *(List the education and experience required to perform the primary responsibilities of the job. Equivalent combinations of education and experience should be noted).*

Required:

- University Degree/Higher Degree in communications or English, or someone with a PR or corporate communications certificate
- Minimum three years' experience in compliance, healthcare or pharmaceutical industry strongly desired. Specifically pharmaceutical marketing.
- Having a qualification in copy writing can be helpful, but is not necessary
- Effective communication skills required – both oral, written and ability to design and deliver copy and effective presentations.
- Digitally-savvy, with an understanding of creative design terminology and digital marketing
- Strong interest in analytics and reporting
- Strong project management experience required, with a focus on delivering high quality work within time and budget
- Must have proven record of building and maintaining excellent stakeholder relationships – within teams, across the business, with senior leaders and external agencies. Including ability to successfully collaborate with others to identify needs, provide guidance, and create and communicate solutions.
- Experience in multi-cultural, multi-country/region is preferred.
- Must have computer proficiency and able to utilize MS Office software (e.g., MS Word, MS PowerPoint, MS Excel) at an advanced level.

LICENSES/CERTIFICATIONS:

None required.

PHYSICAL DEMANDS: *(Identify any physical demands required in the performance of the primary responsibilities of the position).*

- Manual dexterity required to operate office equipment (i.e. computers, phones, etc.).
- Carrying, handling and reaching for objects.
- Ability to sit or stand for long periods of time while traveling.

TRAVEL REQUIREMENTS: