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|  Job Title: Rare Disease Specialist | Reporting to: Regional Sales Manager  |
| Revision Date: January 2019 | Department: Commercial | Location: Italy |
| Signed: (manager)Date: | Signed: (employee) Date: |

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| **ROLE PURPOSE** |
| The **Rare Disease** Specialist’s role is to educate targeted HCPs by creating awareness of the rare disease product(s) and therefore enabling more patients to be correctly diagnosed. The Rare Disease Specialist will build sustainable relationships with key stakeholders and leverage customer insights in order to develop strategies and solutions which will facilitate access to the EUSA Pharma portfolio. Collaboration with local Health Care Professionals (HCPs) will be key to ensuring the diagnosis of patients suffering from these rare diseases and ensuring appropriate prescribing of our EUSA medications. The Rare Disease Specialist will work to include the products in the relevant formulary. |

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| **ROLE REQUIREMENTS** |
| **Key Accountabilities** | **Key Activities / Decision Areas** |
| 1. Day to day Activities
 | * Ensure daily customer contact through one to one, group meetings, congresses and symposia.
* Together with the brand team to develop and carry out a tactical plan, establishing key priorities.
* Develop business intelligence reports with tracking and analysis of the above.
* Complete company administrative requirements within agreed timelines.
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| 1. Territory Planning and analysis
 | * Prepare the territory for new product launches.
* Understand brand priorities and needs relative to each account.
* Identify prescribers, influencers and payors relevant to the EUSA Pharma portfolio.
* Understand and describe the decision making process to allow HCPs to access the EUSA product portfolio.
* Prepare and present territory reviews/plans to the brand team on a regular basis to ensure alignment on all important tactics and agree on next steps to accelerate progress
* Identify and follow up on collaborative commercial partnership opportunities, based on the above.
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| 1. Business (Account)Planning
 | * Develop and maintain account plan templates. To include key metrics to identify brand and / or partnership opportunities.
* Provide up to date local intelligence via the CRM as agreed with National Sales Manager.
* Make recommendations for local initiatives or strategies based upon local market access conditions.
* Participate in medical/pharmaceutical events (congresses, symposia, seminars).
* Obtain and provide information on the properties of promoted products.
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| 1. Implementation of local plans
 | * Deliver agreed launch KPI’s and sales targets, effectively and efficiently.
* Assist with development of a business plan with short, medium and long term objectives in line with the regional and corporate business objectives to drive future business opportunities for product portfolio.
* Along with the brand team, help develop and implement KOL engagement strategy.
* Flexibility and accountability to amend local plan based on local market access conditions.
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| 1. Administration
 | * Prepare expenses on time
* Track implementation of plans and achievement of objectives using company systems and own processes. Use these methods to identify gaps in performance and plan remedial actions.
* Ensure effective coverage and frequency of calls on decision makers and prescribers within the territory
* Record full details of all interactions and discussions with stakeholders on the CRM tool.
* Regular (weekly) update of CRM database on calls/activities.
* Ensure SOP’s for Customer Engagement and Advocacy are followed in line with Medical Strategy.
* Ensure all activities are carried out in accordance with global and national codes of practice and compliance requirements.
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| **ROLE DIMENSIONS** |

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| **Quality Systems Requirements** |
| * Maintain an understanding of EUSA Pharma working practices and SOPs and relevant country codes and ensuring these standards are met across the organisation
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| **Values and Competencies** |
| Deliver | * Fulfil commitments on time and in full.
* Exceed the expectations of our internal and external customers.
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| Adapt | * Provide solutions to overcome challenges.
* Take opportunities and make quick but measured decisions, seeking the input of others where necessary.
* Staying flexible as the organisation develops.
* Taking responsibility for tasks which may not be core to the job description.
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| Ambitious | * Striving to be the best, taking own initiative to create opportunities for learning and developing.
* Working together with colleagues to contribute to the company’s success.
* Approaching the role with commitment, passion and a can-do attitude.
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| Respect | * Treating others as they would expect to be treated.
* Being honest, open and transparent in a constructive and sensitive way.
* Listening and considering all opinions and respecting differences.
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| Care | * Take responsibility for ensuring own work / life balance.
* Putting the customer and patients at the heart of everything you do.
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| Communication & Collaboration | * Actively seeks perspectives from others to ensure inclusiveness and understanding
* Uses interpersonal skills to build cooperative relationships.
* Models interpersonal communication that invites participation and future dialogue.
* Encourages feedback and uses it as a factor when considering personal and or organizational changes.
* Tailors and delivers high-level presentations to diverse audiences using a variety of communication delivery methods (e.g., written, electronic, oral, interpersonal).
* Creates impactful written communication; improves others’ writing through editing and feedback process.
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| Customer Centric | * Provides insight into the long term implications for customers of strategic decisions.
* Effectively balances cost effectiveness with a high level of customer satisfaction.
* Promotes a customer focused culture and drives through relevant strategies and business practices.
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| Planning & Organising & Flexibility | * Sets clearly defined objectives
* Plans activities and projects well in advance and takes account of possible changing circumstances
* Manages time effectively
* Identifies and organises resources needed to accomplish tasks
* Monitors performance against deadlines and milestones
* Adapts to unexpected changes in circumstances
* Thinks about the way things are done and is prepared to change approach to meet the needs of a situation
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| Strategic Networking | * Involves working to build and maintain friendly, trustworthy and open internal and external relationships and networks with people who are, or might become, important actors in achieving strategic-related goals.
* Actively nurtures both formal and informal contacts to facilitate the progress of work by proactively sharing information, best practices, respective interests and areas of expertise.
* Identifies current or past contacts that can provide work-related information or assistance.
* Fosters two-way trust in dealing with contacts (e.g. maintains confidentiality regarding (sensitive information).
* Actively and continuously expands own network to meet strategic goals.
* Identifies and creates opportunities to initiate new partnerships that will facilitate the achievement of strategic goals
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| **Technical / Professional Expertise** |
| * Minimum of 3 years pharmaceutical experience ideally in the Oncology field.
* Oncology/niche/speciality product experience is desirable.
* Experience/involvement in a successful recent product launch.
* Knowledge of local market access/payor experience is beneficial but not essential.
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| **Personal Specification**  |
| * Life science degree or higher qualification.
* Good written and spoken English language is essential.
* Excellent Planning & Organisational Skills.
* Excellent communication combined with good commercial acumen.
* Strong presentation skills and business analysis skills.
* Full country driving license.
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NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the on-going needs of the organisation.