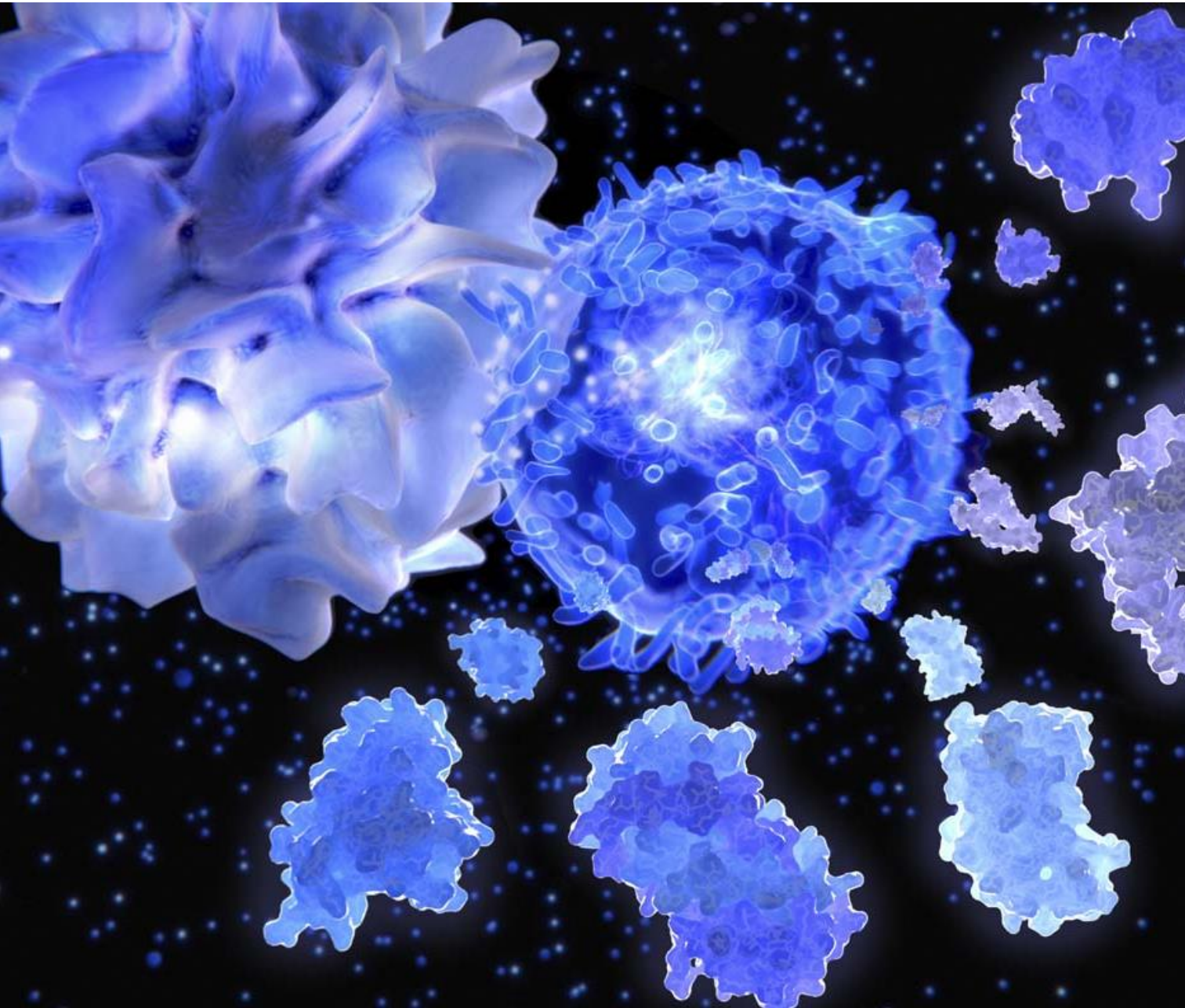




SANOFI

**Head of Communications
UK & Ireland**



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105 Victoria Street, London SW1E 6QT

London . Brussels . Geneva . Sydney . Washington



ellwood atfield

HEADLINES

Title: Head of Communications UK & Ireland

Reporting to: Jessamy Baird, Managing Director/Country Lead

Location: Reading

Website: www.sanofi.com



SANOFI'S COMMITMENT



2 billion people

lack access to quality medicine and healthcare



Non-profit business unit **Sanofi Global Health** to provide **30 essential medicines** to **40** of the world's poorest countries

100k

100,000 vials to be donated to patients with rare diseases



Global Access Plan for all new products two years after launch



Vulnerable communities still in need worldwide



worst-case climate change scenario with significant impacts on health

AFFORDABLE ACCESS

HEALTHY PLANET

#WE CAN DO MORE

VULNERABLE COMMUNITIES

INCLUSIVE WORKPLACE

100%



eco-design for all new products by 2025

blister free vaccine packs by 2027

renewable electricity on all sites by 2030

carbon neutral car fleet by 2030



Employee engagement is critical for Sanofi's success



50:50 gender ratio in top 2,000 leadership team by 2025



Company-wide **volunteering program**



Social impact integrated in **leaders' career development**

Eliminate **sleeping sickness** by 2030



Eradicate **polio**



Develop treatments for **childhood cancers**



JOB PURPOSE

The Head of Communications is accountable for building and delivering communications strategies that help Sanofi achieve its corporate and commercial objectives in the UK and Ireland through management of effective brand, corporate and internal communications programmes.

The Head of Communications serves as a high-level advisor to the company's management team, helping guide decisions on organizational strategies to influence its various audiences. As such they have a deep understanding of the biopharmaceutical industry and anticipates challenges and opportunities, translating these into breakthrough strategies.

The Head of Communications is responsible for all aspects of communications, including brand, corporate/external and internal communications. They manage a team of professionals who will maintain and develop integrated communications programs designed to enhance the company's image with its respective publics – media, health authorities, scientific community, patient communities, government and general public, as well as enhance employee engagement through internal communications strategies.



KEY RESULTS/ACCOUNTABILITIES

- Defines and develops strategic communication plans, initiatives and programs that will enhance the company's image and reputation amongst its various stakeholders in support of business strategy.
- Develops manages and monitors a budget process for the communications function
- Is a key strategic advisor on communications matters for the UK & Ireland for all global functions and global business units. The objective is to create an integrated and synergistic approach to communication activities and relevant image building activities to enforce One Sanofi inside and outside and thus the best company reputation.
- Positions communications as a strategic business partner by building communications strategies related to key activities, business initiatives and ongoing company projects, covering key policies such as transparency.
- Issues management and handling of crisis specific situations, training country council members to handle such situations and enhance their communication skills.
- Advises country lead as a company representative and protects his/her reputation.
- Coordinates and advises on the communication of the Country Lead as representative of the Company.
- Keep abreast of external environment.
- In the corporate framework, defines a specific communications strategy for the UK & Ireland including: external communications, media relations, image and reputation, internal communications in coordination with business, public affairs and all relevant stakeholders.
- Leads, controls and validates all communications related to strategic communication within the group in the UK & Ireland.
- Contributes to the Global communications strategy by providing recommendations and inputs as it relates to UK and Ireland.
- Promotes understanding and buy in regarding the strategic direction of the company among all the relevant stakeholders.

KEY RESULTS/ACCOUNTABILITIES

Lead Brand Communication Planning & Implementation

- Defines priorities for UK and Ireland in terms of brand communications.
- Contributes to the UK & Ireland crisis communications strategy for all product related situations for UK and Ireland.
- Provides strategic input to development of brand communications plans to ensure that they are aligned to group strategy.

Lead UK Media Relations

- Manages UK and Ireland communication with general, national and specialist media in permanent coordination with corporate media relations.
- Oversees relations with journalists to build long term trust based relationships including organisation of interviews for the GM.
- Supports corporate media relations in managing top tier UK media
- Advises on drafting and distribution and impact on group image or share price of press releases in partnership with the departments concerned.
- Analyses the groups image in the media and share analysis with MCO and at group level to shape future activities.
- Develops and implements a strong, positive new flows about business initiatives within ones scope of responsibilities.

People Leadership

- Management of the Communication team (x members) through setting and reviewing priorities. Provides appropriate and timely feedback about performance and coaches team members to help them achieve their goals
- Supports the professional and career development of the team by identifying the skills and competencies that employees need for their current and prospective roles and provide opportunities to learn and practice new skills
- Leads the building of a motivated and engaged team through the use of formal and informal recognition, regular communications and the encouragement of cooperation between individuals and teams

KEY WORKING RELATIONSHIPS

INTERNAL

Regular, close contact with:

- Country Lead
- Country Council members
- Country function heads
- Above-country corporate affairs leadership

Occasional contact with:

- Country communications heads, teams in other markets

EXTERNAL

Regular, close contact with:

- Media
- Industry associations

Occasional contact with:

- Key opinion leaders



REQUIREMENTS

- Experience of successfully leading a communications organisation to deliver towards the company strategy
- Broad based knowledge of the Sanofi product portfolio, strategy, company and services
- Comprehensive understanding of UK and Ireland legislation and codes of practice
- A robust knowledge of communications field including internal and external communications, PR brand communications and media relations
- Ability to leverage communications strategy to gain a competitive and establish a culture of strong employee engagement
- Extensive media training and experience in Pharma sector
- Experience in a global communication role is a plus
- Productive network with key media and suppliers
- Demonstrated ability to influence relationships and leverage knowledge internally across a matrix structure to drive collaboration and optimise opportunities to achieve shared goals.
- Experience of leading, motivating and developing a team.
- Success in stakeholder management
- Proven ability to lead in a complex matrix environment
- Capacity to act at senior level within the group and be an ambassador outside the group.



NEXT STEPS

Ellwood Atfield recruits for organisations that are seeking to influence their external environments.

We are specialist headhunters recruiting within communications, public affairs, corporate affairs, sustainability, public and regulatory policy, and media relations.

Following interviews with Ellwood Atfield successful candidates will be invited for interview with Sanofi.

We are committed to diversity and proud that, in acting for our clients, we select candidates regardless of race, sex, sexual orientation, disability, religion or belief, being or becoming a transsexual, being pregnant, married or in a civil partnership and age.

Please contact Geraldine Hetherington or Felicity Lowes for an initial discussion.



Geraldine Hetherington is a Board Director of Ellwood Atfield and qualified solicitor. With sixteen years' headhunting experience she specialises in senior appointments. Prior to this Geraldine was the Chief Operating Officer of Hudson Global, Inc. in the UK and the former HR Director of Monster and TMP.

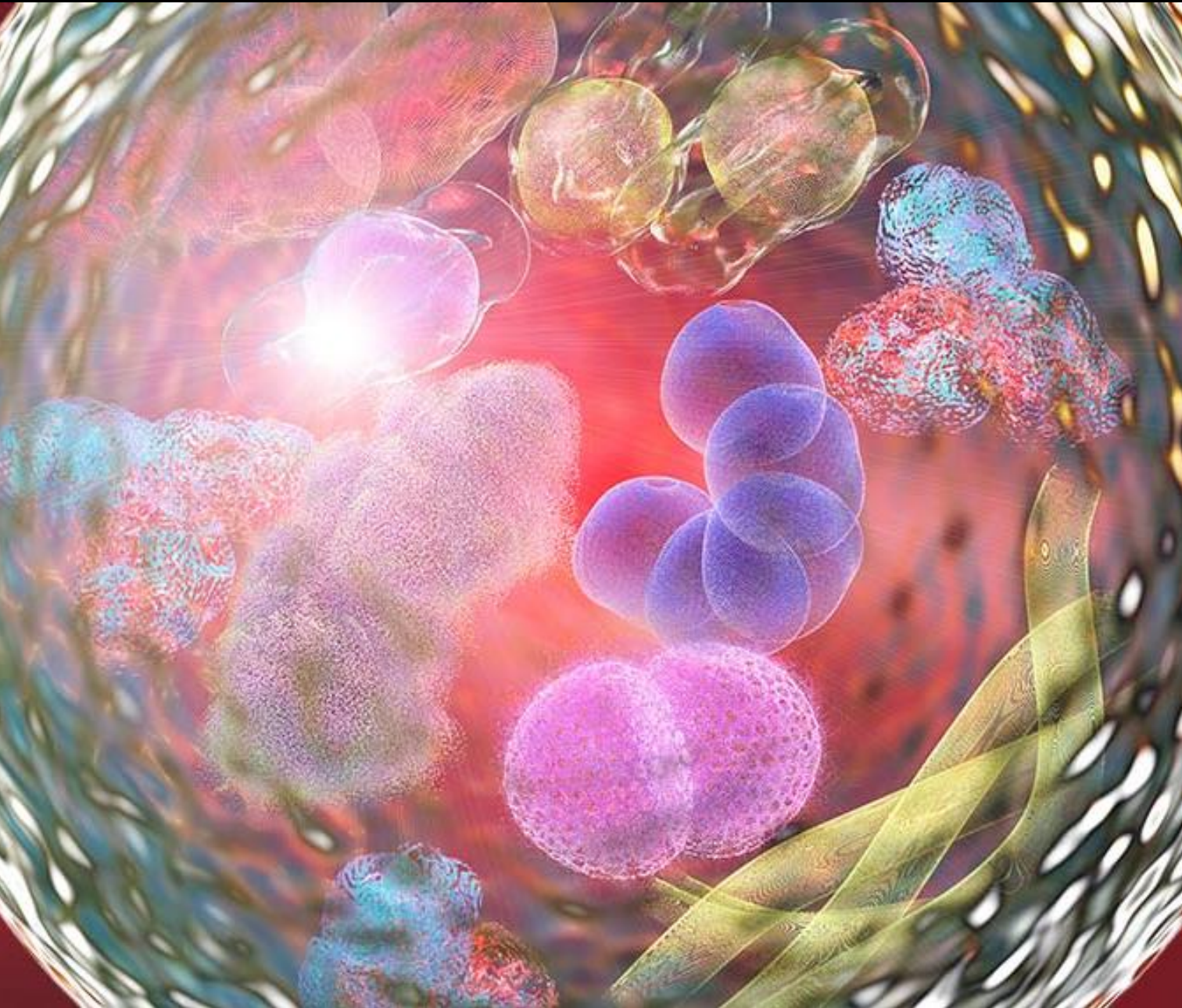
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Felicity Lowes is the Head of Health and Social care team at Ellwood Atfield and specialises in headhunting senior level communications and public affairs professionals within the health and social care sector. Organisations she works with include Royal Colleges, regulators, health charities, pharmaceutical organisations and health tech firms

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