



Acucela is a clinical-stage, privately held Biotechnology Company focused on developing new drug therapies for blinding eye diseases such as age-related macular degeneration (AMD), Stargardt disease, diabetic retinopathy and retinopathy of prematurity, as well as dry eye. The Company offers competitive compensation, a team-oriented environment, and career growth opportunities.

**Director Corporate Communications** - This position is responsible for all external and internal communications/public relations and the results of those efforts, including media and social media strategy, programming, issues management with external communications relations. Further, this position will ensure consistent messaging internally and externally to achieve business unit and company objectives.

**Responsibilities:**

- Ensure corporate communications strategy is translated into a product that meets business, user, technical and creative expectations.
- Responsible for all strategic development and implementation of proactive drug program communications.
- Demonstrated experience in communication formats for both the investment community as well as the medical and pharmaceutical communities.
- Develop media strategy and actively engage and generate positive results.
- Oversee the strategic direction, execution and results of outside public relations/public affairs agencies and teams.
- Develop key messages, Q & A and press releases on each topic and anticipate potential media issues.
- Understand commercial, governmental and legal strategies, and advise of appropriate communications tools to achieve objectives.
- Define communication processes, procedures, and best practices to ensure a high quality and consistent communications outcome.
- Manage corporate content on [www.Acucela.com](http://www.Acucela.com).
- Write and edit regular and frequent content for the web, electronic presentations and other communications.
- Work with appropriate parties and departments to assure site stays up to date with accurate information.
- Prepare annual schedules for planned updates to [www.Acucela.com](http://www.Acucela.com).
- Identify opportunities to improve site traffic and support corporate branding.
- Field external inquiries from website, social media venues and other communication channels.
- Provide counsel and oversight on brand communication strategy and programming.
- Enhances awareness and acceptance of brands among external and internal stakeholders (i.e., physicians, patients, caregivers, payors, advocates, legislators, employees).
- Develop integrated campaigns to create and manage stakeholder perceptions and influence external constituencies that support business goals and brand target.
- Communicate promote and advise on appropriate company brand guidelines.



**Requirements:**

- Bachelors Degree in communication and Marketing; MBA highly desired.
- Minimum 10 years current senior level work experience in Communication and Public Relations.
- Pharmaceutical experience and experience in a global company preferred.
- Demonstrated record of success as a strategic communication leader in the Life Science Industry.
- Dynamic corporate communication experience with the potential of facing simultaneously a range of communications messaging requirements ranging from product launches to regulatory matters, technical discoveries, community events, etc.
- Communication media knowledge (internet, intranet, social media and network, voicemail, Visio, TV, etc.).
- High level of engagement and proven leadership capability.
- Capacity to influence and convince.
- Willingness to be “hands on” in achieving results.
- Ability to think strategically, analyze complex problem, develop options and assess risks and opportunities.
- Know how to translate strategy into people reality.
- Strong understanding of business processes and cross-cultural sensitivity in a global organization.
- Demonstrated experience analyzing web analytics and other measurements and developing recommendations based on results.
- Proven ability to work and communicate effectively with all levels of management.
- Displays strong written, verbal, organizational and interpersonal communication skills.
- Willingness and ability learn new tools and techniques.
- Japanese and English fluency preferred.

No phone calls please. Only those candidates chosen for interview will be contacted. Send resume to Acucela Inc., Attn: Recruiter via email to [career@acucela.com](mailto:career@acucela.com), or via facsimile at 425.527.3156. Only direct applicants will be accepted, no recruiters please. Acucela Inc. is an EOE.