



Pharmaceutical Advertising Advisory Board

Chair of the Board

The Organization

The Pharmaceutical Advertising Advisory Board (PAAB) is an independent and not-for-profit organization funded on a fee-for-service basis. We are the only regulator whose preclearance service is recognized by Health Canada for advertising directed to healthcare professionals. PAAB works to protect Canadians by ensuring that healthcare product advertising meets the regulatory, scientific, therapeutic, and ethical standards outlined in the Code of Advertising Acceptance.

The Role

The PAAB Board is currently seeking a committed individual, for Board Chair, who wants to support the PAAB vision of being a world-class leader supporting truthful advertising of health products. In the role of Board Chair, you will enable PAAB's mission of delivering pre-clearance review services that support trustworthy health product communications that comply with the Canadian regulatory framework. To be successful in this role, you will demonstrate and act consistently with our organizational values of Integrity, Competency, Credibility, Independence, Excellence and Transparency.

As Board Chair, you will oversee management, development and effective functioning of the Board of Directors and provide leadership in every aspect of its work, build consensus and foster effectiveness and teamwork within the Board. You will also act in an advisory capacity to the Commissioner of PAAB and to other officers in matters concerning the interests of the organization and maintain a collaborative relationship between the Board and Management.

The Chair manages the affairs of the Board of Directors that is composed of individuals who represent PAAB Member organizations and an Executive Committee of Members. The Chair is responsible for ensuring the Board is organized properly, functions effectively, and meets its obligations and responsibilities consistent with the organization's by-laws and internal policies, processes and practices, financial and legal obligations and governance best practices.

This role functions as a link between the Board and the Commissioner. Primary accountabilities include:

Leadership of the Board

- Oversee and direct PAAB strategy and strategic planning process including review of mission, vision and values, working with the Commissioner and the Board Members to plan and execute effective and sustainable strategic direction for the organization.
- Ensure the Board annual operating plan and budget is developed and set consistent with the organization's vision, mission, and strategic direction.
- In collaboration with the Commissioner, plan agendas and schedules for Board meetings, determining the quality, quantity and timeliness of information distributed to the Board; ensures minutes and action items are circulated following meetings through delegation.
- Effective facilitation of board meetings with sufficient time allotted for effective discussion of agenda items and key issues and concerns, allowing for quality decisions.
- Evaluation of Board effectiveness and implementation of continuous improvement including the on-going development of existing and new Board Members and effective on-boarding processes.
- Gather regular director feedback by meeting with each director individually.
- Initiate Board Member succession planning, including orientation and mentoring of new directors.
- As required, facilitate succession planning and recruitment and selection for Commissioner role, in conjunction with the Board.
- Form Board Committees and integrate Committee activities with the work of the Board, ensuring that Committee mandates are effectively carried out where functions have been delegated, and that the results are reported to the Board.
- Ongoing formal and informal communication with and among Directors including mediation of any conflicts that may occur among directors, or between a Director and the Commissioner.
- May attend, as a non-voting participant, meetings of any Board Committee (other than those on which the non-executive Chair of the Board sits).

Management Relations

- Conduct the annual performance planning and review for the Commissioner in conjunction with the Executive Committee and Board, collaboratively setting goals for upcoming reviews through dialogue and feedback from the PAAB Board.

- Works with Executive Committee to make compensation recommendations to the Board for approval.
- Ensure management, strategies, plans and performance are appropriately and accurately represented to the Board.
- Provides advice on major issues to Commissioner.
- Ensures the Commissioner follows through on policy matters as established by the Board.

External Relations

- Acts as an external representative and ambassador of PAAB, functioning as the organization's "voice" on issues and announcements of major importance when asked to do so by the Board.
- In coordination with the Commissioner, strives to have Board representation at important meetings and functions and advocates on behalf of organization.

Requirements

As a highly experienced and qualified individual with a strong reputation, credibility in your field and an extensive network in the health community, you understand the importance of providing factual and reliable advertising to health care professionals.

You have the required, time, energy and desire to assume this critical position. You are able to act independently to support PAAB's mandate and have no potential conflict of interest with other work or interests.

You will ideally possess the following:

- A strong interest and understanding of health product advertising and promotion and broad understanding of stakeholder needs and requirements.
- Previous experience in the medical or pharmaceutical industry, possibly as health care professional (e.g. MD, PharmD or equivalent), administrator or in a regulatory capacity within health care or government sectors.
- An effective understanding of the context in which PAAB operates, its stakeholders, the interests and objectives of its members, the organization's challenges and opportunities.
- Previous experience as a Board Director, ideally including holding a Chair role and preferably with an organization in the Health Care sector.
- A thorough understanding of Board governance process and fiduciary, strategic and generative responsibilities of Boards (formal Board Director accreditation or education such as ICD or cDir an asset).

- Business acumen including understand of business and financial management and legislative accountability.
- Proven strategic leadership skills and strong planning skills, with the ability to assimilate a broad range of information to reinforce vision and purpose.
- Strong communication and presentation skills, including an ability to present information and to facilitate meetings effectively, encouraging discussion, debate and decision making, in Board meetings and/or multi-stakeholder environments.
- Highly organized and reliable, with sufficient attention to detail to ensure the Board is compliant with its by-laws and obligations.
- Strong coaching and conflict resolution skills in order to develop talent and optimize performance, including taking corrective action where necessary, such as attendance or board member conduct issues.
- Excellent interpersonal skills and ability to build strong relationships using a tactful, diplomatic and supportive communications style.
- Demonstrated integrity with ability to act strictly in the best interests of the organization and its members and able to use judgement to identify and address potential or perceived conflicts of interest situations.

Accountability

- The Chairperson serves and is accountable to the PAAB Board of Directors

Authority

- The Board Chair has no formal authority to direct the Board or the affairs of the Organization unless otherwise authorized by the Board. Like other Directors, the Chair is entitled to make motions and vote on matters before the organization.

Time Commitment

- 10-20 hours per month (board meetings, preparing for Board meetings, attending events)

Term of Office

- Three Year term, renewable once.

Compensation

- PAAB is a Non-Profit Organization. The Board Chair will receive a set annual honorarium commensurate with the time involved in the role.

Ex-Officio Status

- To ensure effective transition, the Chair will be an ex-officio member of the Board and may attend meetings or be available for consultation as needed for a period of one year following the end of the term.

Development & Evaluation of Chair

- The chair shall regularly consult the Board on their expectations of the chair and assess opportunities for improved effectiveness. Unless otherwise indicated, a Chair may be removed by a special resolution of the Board.

To Apply

If you are interested in being considered for this important and challenging role as Chair of the Board, please send your detailed resume and/or Board profile to talentstrategyconsulting@bell.net

This posting will close on January 30, 2020. Candidates being considered for the position will be contacted by Feb 28th, 2020. The targeted start date is April, 2020.