

JOB DESCRIPTION

Job Title: Global Communications Director

Reporting to: CEO

Salary range: Commensurate with experience

Location: Milton Park/Oxford Area, UK

Purpose of the job

Oxitec is a pioneer in controlling insects that spread disease and damage crops. Through its world-class biological engineering platform, Oxitec is tackling the major global challenges of keeping people healthy and increasing food production in ways that are sustainable, environmentally friendly and cost effective. Oxitec is comprised of a dynamic, diverse team around the world with a strong connection to the company's mission.

We are seeking an experienced, highly-motivated and well-rounded senior communications expert to lead our external communications and marketing activity as part of Oxitec's senior leadership team. As we are a smaller company, this position involves managing, coordinating, developing and delivering on all aspects of corporate communications and marketing efforts to strengthen and advance Oxitec's business development goals, public engagement initiatives, media relations, and Oxitec's global brand at both strategic and tactical levels. This position will play an important role in shaping how Oxitec engages international, national and local stakeholders and how it engages in key markets. Given the cutting-edge nature of Oxitec's work, and the often controversial media coverage it receives, this role will give the right candidate ample opportunity to shape and deliver a communications strategy and platform in support of the business in a dynamic and exciting environment.

We are looking for somebody who will share the same passion, commitment and excitement we have for this company and the impact its technologies can have globally. This is a great opportunity to work for a pioneering biotech company on global issues that matter, and to engage on exciting, often challenging, and the always evolving communications needs of this company. The successful candidate will have a diverse communications and marketing background, be fast-moving and a self-starter, and capable of thriving in an entrepreneurial environment.

Responsibilities

- Manage all global communications and marketing for Oxitec, including its subsidiaries;
- Develop and manage a global communications strategy in support of the company's business objectives in the coming years;
- Manage, coordinate and/or support in-country communications and marketing programs;
- Manage relationships with, serve as the primary POC for, and manage relationships with media outlets globally, including top-tier and local entities;
- Strengthen and actively curate the company's digital platforms, including web and social media;

- Support CEO and senior leadership with communications strategy, tools, presentations, talks, panels, or media events;
- Audit, analyse, improve and maintain the company's brand and brand elements;
- Take a swift, proactive approach to combatting negative media publicity;
- Develop strong relationships with journalists and media outlets in regions and channels important to the business;
- Develop and maintain relations with key media personnel in all areas where Oxitec projects/programmes are being implemented or proposed;
- Generate promotional materials, annual reports, and other communication products used to inform and engage internal and external stakeholders;
- Distribute important media coverage of the company and topics of importance to the business;

Key Qualifications and Skills

- Strong desire to develop and manage a small but busy global communications operation;
- Able to work successfully within fast-moving, start-up like conditions;
- Thrives and is resilient in an entrepreneurial environment of change and ambiguity;
- Exceptional all-round communications skills, both internal and external, with the ability to engage effectively at all levels;
- Ability to develop and deploy communications and marketing strategies, and ability to generate buy-in for it/them amongst a diverse range of internal stakeholders;
- Excellent written and verbal communications skills;
- Ability to work both independently and as part of a global team;
- Ability to build rapport and trust quickly amongst diverse stakeholders;
- Ability to handle important and time-sensitive situations, such as media inquiries or stories, in a quick and effective manner;
- Established network of media contacts, creative and media agencies, free-lancers, and other potential resources for media and marketing campaigns a strong plus;
- Ability to balance competing priorities from multiple stakeholders;
- Strength in digital communications strategy and implementation;
- Ability to work collaboratively across virtual teams from different countries;
- Ability to make strategic decisions on messaging and communications delivery and timing based on business objectives;
- Ability to work with parent company communications teams to obtain support for Oxitec communications initiatives;
- Ability to translate highly-technical or complex themes into understandable language for the public;
- Knowledge of the biotech, life sciences and/or social impact arenas would be a distinct advantage.

Key Experience

- 10+ years of communications and/or marketing experience, ideally in a global setting;
- Demonstrated success working with range of media outlets in placing content or shaping coverage;
- Demonstrated success in managing communications and/or marketing in complex communications environments or for innovative companies or organizations;
- Proven leadership in communications or marketing campaigns;
- Demonstrated success in developing a range of content, including press releases, social media content, op-eds, white papers, presentations, stakeholder engagement materials, etc;

- Excellent written and verbal communication skills;
- A successful track record on working in multi-cultural environments and diverse regions or markets;
- Experience working in public health, agriculture, biotechnology, or broader social impact arenas will be seen as an advantage.

Behaviour

- Creativity and Innovation
- Results Orientation
- Initiative
- Adaptability and Flexibility
- Teamwork
- Analytical Skills and Problem Solving
- Communication skills
- Engagement