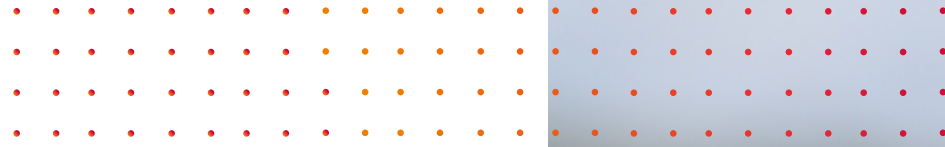


— **Director, Communication**  
CropLife International



**Dober Partners**  
Executive Search  
& Consultancy



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## Advancing innovation in agriculture for a sustainable future.

With an expected global population of 9 billion by 2050, humanity's future will depend on our ability to address our most basic need – food. The challenge is to feed our growing population while protecting the planet to ensure a sustainable future for all.

For starters, we need to reduce barriers to innovation so we can chart a path towards greater sustainability in agriculture and our global food systems. CropLife International represents the world's leading R&D companies – BASF, Bayer Crop Science, Corteva Agriscience, FMC, Sumitomo Chemical, and Syngenta – who are actively working to address some of our world's biggest challenges.

By working with our industry members, our global network, and a diverse range of partners – we can drive actionable progress toward our global ambitions of increasing food security, adapting to and mitigating climate change, and enhancing biodiversity.

At the end of the day, farmers require access to the technologies, tools, and knowledge they need to make a difference; and CropLife International is proud to help make that happen.

### **CropLife International PURPOSE**

Advance innovation in agriculture for a sustainable future.

### **CropLife International VISION**

Play a leading role in enabling sustainable food systems.

### **What we do**

As a global advocate for the plant science industry, we champion innovative technologies that enable farmers to sustainably increase productivity, while managing the critical challenges facing our climate and the environment. We enable innovation by advocating for trade and regulatory policies that give farmers access to the technologies required to meet these challenges. This includes ensuring the responsible and safe use of plant science innovations.

### **How we do it**

By uniting diverse partners around common goals, we can take concrete actions to help farmers grow more food on less land sustainably. Working with an empowered global network, we focus on science-led solutions that address productivity, mitigate effects of climate change, and protect critical natural resources.

### **Why it matters**

The time to act is now – and our future will depend on our ability to sustainably feed a growing population, while fighting climate change and supporting biodiversity. We must therefore focus on clear sustainability outcomes that include food security, climate change, and biodiversity.

# What You'll Do

CropLife International is seeking an accomplished Director of Communication who has a minimum of 10 years of experience, ideally in a leadership role within a company or association. The Director of Communication will be working in a motivated team of advocacy and communications professionals, contributing to global outreach campaigns. They are also responsible for message development, media relations, internal and external communications with members and external stakeholders.

The successful candidate will be working in an exciting international environment, with member associations in all continents. They will need to have a strong track record in transforming scientific and policy information into powerful messages that have impact with a wide audience, including intergovernmental organizations. This professional will have a wealth of experience in getting the right information to right audiences at the right time, using the most relevant channels for communicating with these difference audiences.

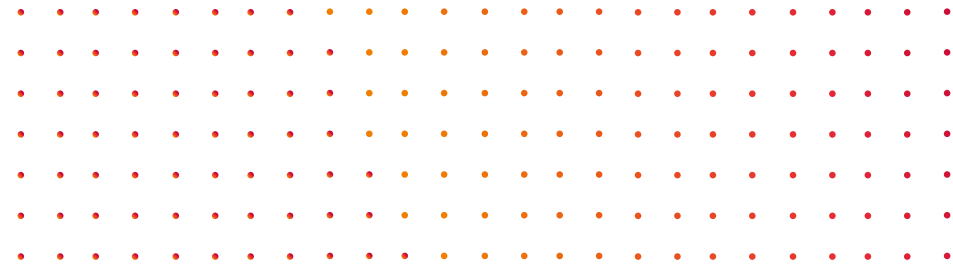
This is an interesting role which enables the successful candidate to work with press and international organizations, as well as associations in all continents and a diverse group of great colleagues. The Communication Director will support effective advocacy campaigns and therefore works very closely with CropLife International's advocacy team.



The Director of Communication sets and guides the strategy for all communication activities, including issue management, media relations and proactive positioning of CropLife International (CLI).

## Areas of Responsibility

- They ensure that CropLife International is viewed as a trusted source of information and disseminator of information to the organization's international network and external stakeholders.
- They work closely with the President and CEO as well as with the senior leadership team within CLI as a partner on a variety of strategic communication in support of policy and advocacy initiatives.
- The Director of Communication leads the generation of online content that has the power to engage different audience segments, and which leads to measurable action.
- They leverage a wide variety of platforms to create and build awareness of CLI's messages and ensure these messages have impact.
- They organize outreach events, such as side-events at meetings of international organizations e.g. during intergovernmental meetings etc.
- The Director of Communication is responsible for analyzing and testing the effectiveness of all CLI's communications activities.
- They manage the development, distribution, and maintenance of the association's newsletters, brochures, social media, and the public website. This includes tracking and measuring the level of engagement within the network over time.
- The Director of Communication manages all media relations and will need to be ready to act as a spokesperson as and when agreed/directed by the CEO and President.



## Reporting line

- Vice President, Public Affairs and Communications

## Strategic Communications

- Lead internal and external communications of CropLife International's strategy, positioning the industry as a thought leader.
- Lead communication strategies and policy position development for CropLife International and the global association network on issues related to innovation, sustainable agriculture, climate change, chemical management, and food security.
- Develop an annual, integrated strategic communications plan that promotes consistent messaging and enhances CropLife International's reputation and brand, and mitigates reputational risk.

## Campaigns

- Deliver communication and outreach campaigns in partnership with the global CropLife network to support advocacy efforts.
- Identify emerging issues faced by CropLife International, translate these into internal and external communications opportunities.
- Develop social and digital media strategies leveraging CropLife International platforms on Twitter and LinkedIn.

## Internal and external communication

- Provide communications counsel and support to the President and CEO and the CropLife International leadership team.
- Ensure all communications to employees, stakeholders and other audiences reflect and support CropLife International's mission, vision, values, and operating plan priorities.
- Initiate and oversee production of monthly newsletters (internal and external), articles, news releases, issue alerts, brochures, and other communications documents.
- Analyze and report CropLife International results and achievements to member company CEOs, network, and external stakeholders.

## Consensus Building

- Manage member-driven committees, including the Communications Steering Committee, to develop and deliver annual operating plans and long-term strategies with direct budget oversight.

## People and Budget Management

- Two direct reports: Communication Manager / Senior Manager
- Budget preparation/reporting & agency oversight

## Required Competences

The successful candidate will have:

- 10+ year of experience working in a senior communication function, preferably with global advocacy communications and regulatory-driven campaigns expertise.
- Expert in developing and implementing communications strategies.
- Outstanding writing/editing and verbal communication skills in English.
- A strong track record as an 'implementer', who thrives on managing a variety of initiatives simultaneously.
- Professional Communication leader who is passionate, energetic, and mature, who acts as a unifying force.
- Relationship builder.
- Diplomat with an ability to position communications discussions at strategic and tactical levels.
- Committed professional who understands how to work collaboratively with all stakeholders, including CLI's team, committee members and external stakeholders.
- Self-starter with an ability to work independently.
- Entrepreneurial spirit who enjoys creating and implementing new initiatives.
- Willingness to travel up to 20% of the time.

# Recruitment Process



The specialist Executive Search firm, Dober Partners has been retained to draw up a shortlist of prospective candidates against the criteria set out in this document and using their discretion and expertise to help recruit a new Director of Operations, together with the leadership of CropLife International.

**For further information please contact:**

**Natalia Kurop**

M: +32 488 945 579

→ [natalia@doberpartners.com](mailto:natalia@doberpartners.com)

[www.doberpartners.com](http://www.doberpartners.com)



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