

— **Director, Communications**
CropLife International



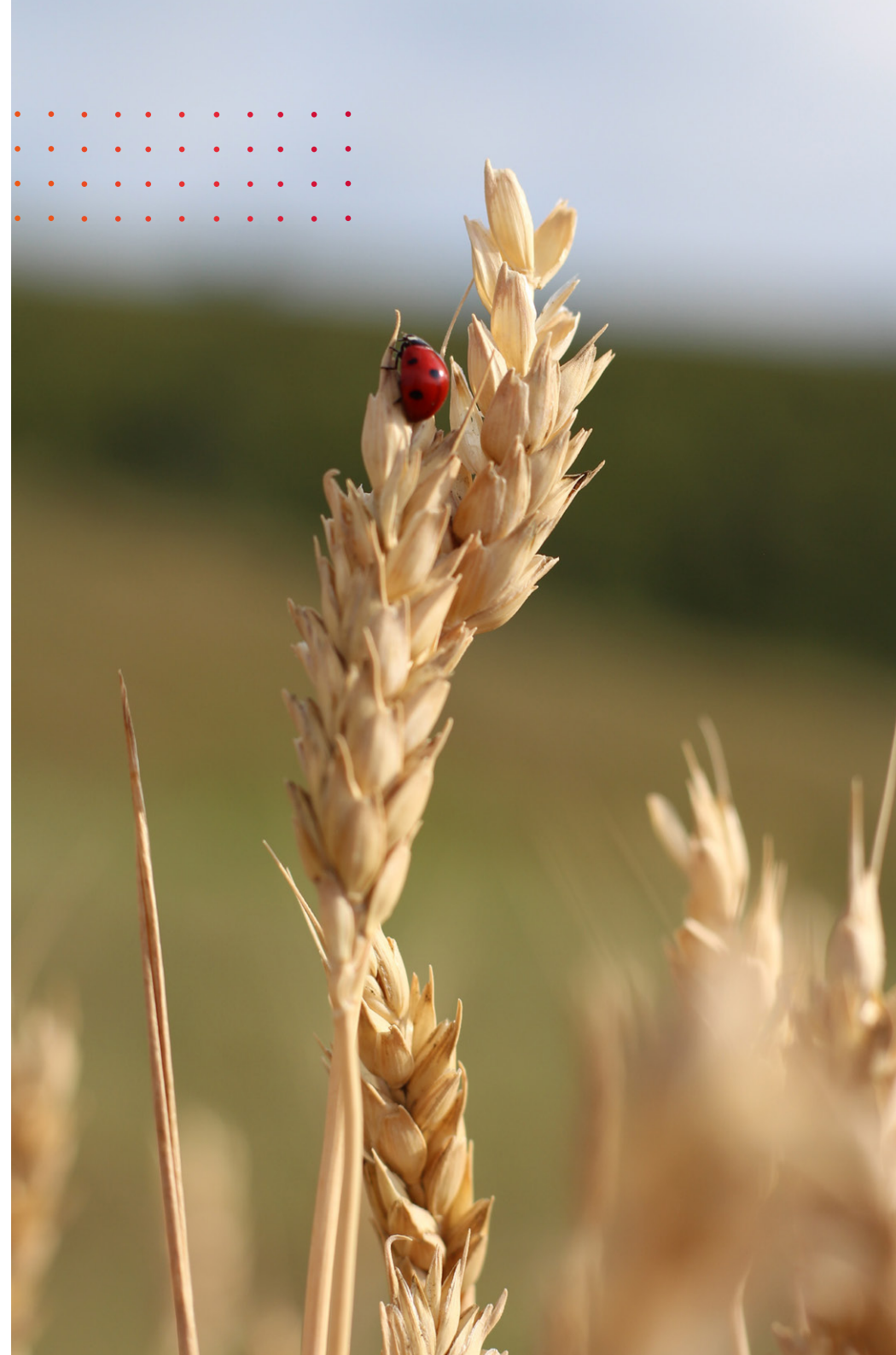
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03 About CropLife International

04 What You'll Do

07 Recruitment Process





Advancing innovation in agriculture for a sustainable future.

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 You'll Do

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.



Reporting to the Vice President, Public Affairs and Communications, this role leads the development and execution of integrated communications plans that advance the organisation's vision, reputation, and strategic goals, translating complex scientific and policy topics into clear, engaging content for policymakers and stakeholders. The role also includes managing media relations and leading impactful campaigns in close coordination with our global network.

Strategy

- Develop, lead and own the annual integrated communications plan (brand, reputation, risk mitigation) integrated communication strategies that support the organization's vision, reputation, and strategic goals. This will include translating complex scientific and policy information on innovation, sustainability, climate, chemical management, food security into accessible and engaging content for policymakers and other key stakeholders.
- Leverage data and analytics to measure communication effectiveness and optimize tactics including analyzing and reporting results to CEOs, network, and stakeholders.

Internal & External Counsel

- Support colleagues by helping them understand and manage communication risks and opportunities.
- Oversee production of high-level materials (member/network newsletters, media releases, collateral to support policy objectives).

Media

- Manage all media relations including acting as a spokesperson when agreed/directed by the President & CEO, ensuring the association is positioned as a trusted and credible voice in agriculture and innovation.

Campaigns

- Oversee design, delivery, and evaluation of campaigns in partnership with the global network.
- Identify and anticipate emerging issues, align communication opportunities.

Content

- Oversee design, production, and delivery of visual materials that communicate information, concepts, or emotions to specific audiences.

Digital

- Lead and oversee content strategy across digital platforms (e.g., website, social media, newsletters).

People & Budget

- Establish annuals plans and budget.
- Responsible for reporting of impacts and deliverables for related budgets.
- Day-to-day management of two direct reports
- Responsible for management of external consultants.

Member & Network Relations

- Manage and convene Communications expert group, guide strategy and annual operating plans.
- Provide support and build relationships with network peers.

What You'll Do

Qualifications

- Experience articulating complex scientific and policy information for diverse audiences is key.
- 10+ years of experience, preferably with global policy communications and regulatory-driven campaigns expertise.
- Experienced in managing communications professionals.
- Experienced 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.
- 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 internal colleagues, members and external stakeholders.
- 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, Communications, together with the leadership of CropLife International.

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