

## **Job Description – Sr. External Affairs Associate**

Genus plc is a world-leading animal genetics company that – through our PIC and ABS businesses – creates healthier animals, more affordable and high-quality proteins and, ultimately, a sustainable food system. Ideas from Genus R&D move from the lab to the barn to the farm as new breeding solutions to meet the needs for a sustainable food system and ultimately, consumers. Genus partners globally with farms -- small and large -- by breeding pigs and cattle with genetic traits to help farmers produce meat and milk more sustainably to transform how they nourish the world.

### **Job Description:**

Building on Genus' research, development and innovative work underway, and new technology development approaches, Genus R&D is looking for a Sr. External Affairs Associate to work collaboratively across Genus, and with our agency partners, to guide and implement our technology acceptance strategy. This position reports to the Sr. Director of External Affairs and Technology Acceptance.

This role is all about proactively managing relationships with Genesis' key external stakeholders, industry, government and regulatory officials, and journalists. In addition, this person will proactively play a critical role in fostering communication, alignment, coordination and engagement across Genus R&D, Genus, ABS and PIC in support of Genus R&D's external affairs and communications program.

### **Core Duties and Responsibilities:**

- Proactively develop and execute external affairs engagement and communication programs in support of the technology acceptance effort;
- Cultivate and enhance collaborative working relationships internally across Genus, Genus R&D, PIC and ABS, as well with key external stakeholders, industry organizations and influencers and the media;
- Work closely with agency partners to create compelling creative assets, to share Genus' research, development and innovation story with external audiences;
- Help build the external brand and social communities through an on-going social media and thought-leadership strategy and campaign;
- Support identifying, evaluating and managing executive and senior leadership involvement in high impact events, including identify events with a strong reputation building return on investment.

### **Must Have Capabilities and Skills:**

- Innate passion for agriculture, animal breeding, animal production, sustainability and science, technology and food;
- Exceptional interpersonal skills, verbal, written communications skills and one-on-one persuasion and negotiation skills with senior leaders, stakeholders and partner organizations;
- Self-starter with a bias for actions and results. Comfortable in a fast-paced environment and able to manage multiple projects. Extremely well-organized with strong attention to detail and ability to meet deadlines;
- Ability to leverage internal and external resources. Strong project management capabilities including planning and implementing all aspects of projects -- scope, resources (financial and human), and time management;
- A passion for all forms of media – earned, social, paid – and an understanding of how those forms work.

### **Key Qualifications:**

- Bachelor's Degree (livestock, agriculture, science and genetics, food marketing); Experience in the field of food, livestock, agriculture and ag technology experience preferred;

- Strong communication and relationship building experience;
- Stakeholder engagement experience; key organizations, groups and thought-leaders;
- Demonstrated experience in building media relationships and experience working with agencies.
- Proven program leadership, with strong organizational skills, including attention to detail and multitasking;
- Working knowledge of key tools: Microsoft Office suite, Adobe Professional, media monitoring, remote platforms.