Job Description

Title: Senior Communications Manager
Position: Permanent full-time
Posted: 29.01.2024
Location: Wyss Center for Bio and Neuroengineering, Campus Biotech, Geneva Switzerland

About the Wyss Center for Bio and Neuroengineering, Geneva, Switzerland
The Wyss Center is an independent, non-profit, research organization that innovates and accelerates technologies and therapies to transform the lives of people with neurological and mental health disorders. The Center pursues transformational technologies in artificial intelligence, bio- and neuroengineering to restore essential neural functions and deliver precision therapeutics for people with debilitating neurological and mental health disorders.

Based at Campus Biotech in Geneva, Switzerland, the Wyss Center partners with faculty, clinicians and industry, in Switzerland and internationally, to drive innovation and maximize clinical impact. The Wyss Center was established by a generous donation from the Swiss entrepreneur and philanthropist Hansjörg Wyss in 2014. Additional resources from funding agencies and other sources help the Wyss Center accelerate its mission.

About the Position
We are seeking a skilled and motivated Senior Communications Manager to join our team. The successful candidate will possess a deep understanding of both research and strategic communications, enabling them to effectively translate complex ideas into compelling narratives. They will lead internal and external communications to showcase the Wyss Center’s mission, projects, community and impact with key stakeholders.

Key responsibilities:
As Senior Communications Manager, the successful candidate will establish and execute the Wyss Center’s multi-channel communication strategy in line with the organizational mission and goals. More specifically, they will:

- Create and drive the Center’s communication strategy; Develop and implement creative and dynamic integrated communication plans to effectively convey the Center’s mission, goals and achievements to internal and external stakeholders.
- Conceptualize and develop engaging communications content for deployment via various digital and printed formats and media such as the Center’s website, e-newsletters, press releases, social media platforms and annual reports.
- Collaborate with science and technology development teams and subject matter experts to distill complex concepts into clear and accessible language for different target audiences.
- Serve as the primary point of contact for media relations, building and maintaining relationships with journalists, reporters and relevant industry influencers.
- Manage the Center’s social media presence including a content calendar with regular posting across channels. Identify influencers and campaigns that share the Center’s values or scientific goals.
Establish and maintain strong collaborations with communications managers across academic, clinical and industrial partner organizations.

Monitor industry trends and emerging issues to proactively identify opportunities for thought leadership and positioning the Center as a leader in the field.

Develop and maintain relationships with internal stakeholders including researchers, translation experts, executive management and staff to ensure consistent messaging and effective internal communication.

Establish key metrics to assess the impact of communication activities and campaigns and make data driven recommendations for continuous improvement.

Stay up to date with advancements in communication technologies, tools and practices, and recommend innovative approaches to enhance the Center’s communication efforts.

Oversee the organization, advertising and running of events in collaboration with the Science Communications Specialist.

Manage the Science Communications Specialist and other comms support staff or externally engaged comms agencies.

**Required competence and experience:**

- Bachelor’s degree in communication, publishing, journalism or related field. Advanced degree preferred.
- Ten or more years experience in driving innovative communications strategies for corporations, preferably in a research and development environment. Experience in non profits is a plus.
- Experience in dealing with investing bodies
- Excellent verbal and written communication skills in English and French.
- Proficiency in digital communications platforms, including social media, content management systems, email marketing tools and media monitoring tools.
- Excellent project management, organizational skills and strong attention to detail with high quality
- High proficiency with Microsoft Word and Powerpoint
- Ability to multi-task and operate in a fast-paced environment with tight deadlines
- Demonstrated ability to build effective relationships, support, collaborate and meet the need of diverse teams, functions and leaders – with a desire to learn and draw upon existing subject matter experts to understand and develop content.

**Preferred Qualifications:**

- Experience or interest in neuroscience, translational research and/or neurotechnology.
- Knowledge of HTML
- Knowledge of Adobe creative cloud or design software
- Knowledge of reference management software a plus
- Experience storyboarding, filming and editing videos

To apply, please send your CV and cover letter to postulation@alecallan.com no later than 18.02.2024