



PR and Communications Manager

Full time

Reports to: Head of Marketing and Communications

Job location: Xampla HQ, Cambridge Science Park (hybrid)

Introduction to Xampla

Xampla is a groundbreaking materials technology company unlocking the power of natural plant polymers for a range of industries and applications, from plastic-free alternatives in packaging to high-performance encapsulation.

Stemmed from 15 years of research at the University of Cambridge, Xampla is the UK's first university spin-out to be award B Corp status, highlighting our care for people and planet. Our team of global experts are committed to make the world a better place with cutting-edge scientific and industry knowledge.

Inspired by nature, powered by innovation, and led by world-class science, Xampla is scaling the next generation of materials to revolutionise the way we all live.

Our Culture

The Xampla team is a vibrant network of great innovators, eco-warriors, passionate professionals, and forward-thinkers. Our diverse and inclusive environment helps the team to grow, learn, and truly make a difference to our world. United together, our team of global experts is committed to bring our cutting-edge technology to market and revolutionise the way we all live.

Our Values

Xampla Invents

Innovation is at our core, and high quality research is in our roots. We approach every task and challenge with an entrepreneurial spirit. We relentlessly question the status quo and seek to better what has gone before. We see failure as the foundation of invention and the catalyst to success.

Xampla Collaborates

We work together as a team and with our partners to get results and change the world. We innovate together in a culture of support, never of blame. We ask 'how can I help' not 'why isn't this done?' We recognise our differing strengths and know that none of us is as good as all of us.

Xampla Excels

We hold ourselves and each other to high standards, striving for excellence in all that we do. We are ambitious for the company and for our customers, delivering beyond expectations today and thinking big about tomorrow.

Xampla Cares

We care about each other and our planet. We value all our colleagues for their diversity of backgrounds, experience and perspectives. We regard individual health and wellbeing as the foundation of our collective success.

The Role

The company is seeking a results driven PR & Communications Manager with expertise in PR, communications and public affairs.

The ideal candidate will develop and execute comprehensive PR, communications and corporate affairs campaigns that communicate our brand vision and promote our company, products and technology to a range of key stakeholders (inc customer, consumer, employee and government).

They will be responsible for:

- **PR & Communications**
 - Working with Head of Marketing & Communications to create PR & Communications strategy for growth
 - Leading PR initiatives that communicate our brand's story, technology innovations and partner and product announcements
 - Creating targeted PR and communications campaigns that target our direct customers (packaging companies) and their customers (brands and consumers)
 - Delivering thought leadership opportunities in press and media
 - Building and maintaining relationships with key media outlets, industry influencers and key stakeholders to secure coverage and promote the company and its technology
 - Developing press releases, media kits and other communication material to highlight product launches, partnerships and company milestones
 - Serve as primary point of contact for all in bound media enquiries
- **Corporate affairs**
 - Working with Head of Marketing & Communications to create and deliver corporate affairs strategy (inc public affairs)
 - Creation and management of corporate communications and public affairs initiatives, building business reputation and credibility with key corporate stakeholders (investors, employees)
 - Creation and management of employee communication initiatives that inspire and motivate the workforce
- Creation and execution of evaluation framework for owned channels
- Tracking and evaluation of channel activity against agreed KPIs
- Management and reporting of channel budget
- Ad hoc additional support for Head of Marketing and wider business

Candidate Experience

This role requires a deep understanding of PR and communications, stakeholder and media relations, excellent communication skills and a passion for sustainability and innovation. Our ideal candidate has a wealth of understanding of these areas working for an ingredient technology brand and/or within the packaging industry.

The PR & Communications Manager should have:

- Excellent understanding of PR and comms, both B2B and B2C, and how these channels can drive commercial value for a licencing business
- Experience of partner PR with a board range of customers (small, global, B2B, B2C etc) to plan and create bespoke partner campaigns
- Experience pitching and building relationships with journalists (trade and consumer)
- Excellent understanding of ingredient brands and how to create PR and comms campaigns that positively impact the business
- Excellent track record of persuasive impact communications that drive customer demand and create awareness with key stakeholder groups.
- Understanding of public and corporate affairs, working in this area directly or within a team with this remit

Candidate Skills

We are looking for someone with:

- Exceptional skills within PR and communications (B2B & B2C)
- Public affairs experience (desirable, but not essential)
- Strategic thinker with a keen eye for execution and detail
- Outstanding communication skills – both written and oral
- Confident presentation skills
- An individual with a can-do attitude who thrives in a fast-paced environment and willing to roll their sleeves up
- Self-starter who is proactive and takes initiative, whilst being a collaborative team player.

Benefits

At Xampla, we care about the planet and our people, that's why we offer a comprehensive compensation package with a range of benefits designed to support your wellbeing, development and work-life balance, including:

- 25 days annual leave plus bank holidays (UK)
- Buy and sell holiday scheme
- EMI options
- Private medical insurance including dental and optical
- Salary sacrifice pension (5% employer and 5% employee minimum contribution)
- 4 x salary life assurance
- Employee Assistance Programme with dedicated counselling services
- Wellbeing and social events calendar
- Cycle to work scheme

Are you looking for a career that has an impact on the world? We're always looking for new talent to help us achieve our goals, so if innovation and drive is part of your DNA too, join our ambitious team.