



Evofem Biosciences, Inc., (NASDAQ: EVFM) is a clinical-stage biopharmaceutical company committed to developing and commercializing innovative products to address unmet needs in women's sexual and reproductive health. Evofem Biosciences exists to advance the lives of women by developing innovative solutions, such as woman-controlled contraception and potential protection from certain sexually transmitted infections (STIs). The Company is leveraging its proprietary Multi-purpose Vaginal pH Regulator™ (MVP-R) platform to develop Amphora, which if approved will be the first on-demand and female controlled MVP-R birth control method in the U.S.

We are a growing 40+ person team based in San Diego, CA. Our sole purpose is also our soul purpose: to improve the lives of women. We are committed to discovering and developing innovative healthcare solutions that put women first.

Director/Senior Director Communications & Public Relations

About the Role:

Evofem's entry into women's healthcare has created exciting media opportunities that we only see increasing in scope and size in the coming years. This critical role is a key contributor to the Marketing team with accountability for the overall PR strategy.

In this role, you'll be part of a team whose vision is "giving women everywhere control of their sexual and reproductive health."

S/he is responsible for the launch and commercial success of our first product, AMPHORA®. This is your chance to be part of a small company with a seasoned commercial team where diversity of opinions, creativity and fresh perspectives are valued.

In this role, you will develop and drive all communication campaigns to support the organizations short-term and long-term goals. You will report to the Vice President, Sales & Marketing and will work closely with the Marketing team and C-Suite to develop, direct, monitor, and enhance the brand(s) and key messages while building the company's reputation with strategically important stakeholders

Job Responsibilities:

- Serve as point of contact with all media outlets, fostering relationships for advancement of our corporate goals.

- Develop, implement and lead proactive annual communication plans, along with goals, to support Evofem's strategic communications plan.
- Lead the development of an inspiring and easy-to-articulate brand story that resonates with both industry and consumer media outlets to be leveraged in all communications from the company.
- Direct and manage media relations; develop press materials, media lists, press releases and other documents for the media,
- Develop various communications collateral, including Op-Eds, press releases, media advisories, standby statements, fact sheets, talking points, executive presentations, blogs and speeches; establish and maintain relationships with traditional and online news media, constituencies and other stakeholders.
- Create association's social media strategy and update as needed on trends. Lead organic and paid social media efforts (in conjunction with membership marketing) to ensure the brands (Evofem and Amphora) have a robust presence on social media channels.
- Proactively create media opportunities and coordinate media outreach activities. Coordinate communications efforts with other departments to ensure association's positions are accurately communicated.
- Oversees and manages Public Relations Agency of record for all corporate and consumer activities.
- Coordinate and support communications activities in conjunction with other departments, to promote Evofem thought leadership and products to the media, members and external audiences.
- Stay on top of market trends, industry news, competitor activity, and customer and public opinion related to Evofem's business.
- Manage PR & Communications department budget and vendor contracts. Supervise and direct activities of public relations manager, department interns, etc.

What you have done and who you are:

- Disposition, both in attitude and ability to ramp in new areas and to shift priorities based as business objectives.
- Outstanding writing and presentation skills and demonstrated ability to develop creative communications programs and initiatives.
- Demonstrated ability to develop and launch complex public relations, advocacy and social media campaigns.
- Excellent interpersonal skills, with the ability to get along with diverse constituencies and personalities.
- Strong project management skills with the ability to work in a deadline driven environment.
- Strategic thinker; able to handle multiple projects; have an ability to set priorities and be accountable for results.

Supervisory Responsibility: This position will be responsible for the management of direct report(s). This position will also require significant agency management, cross-functional team leadership and interaction with the CEO and the Executive Leadership Team.

Education and Experience:

- Bachelor's degree or equivalent in related field.
- 8+ years of Public Relations experience, preferably in a commercial-stage pharmaceutical or similar healthcare industry experience.
- Solid/proven track record of developing and executing PR plans and strategies.
- Able to demonstrate analytical and strategic thought in plans and programs, as well as the ability to execute creative tactics.
- Strong writing/editing skills for developing creative press materials as well as internal/external communications.
- Social media savvy, required.
- Demonstrated experience in media relations, message development, project management, strategic planning and execution, and media training spokespeople.

Travel: Ability to travel 30% - 50% of the time as needed.

Evoform Biosciences provides a competitive salary and generous benefits package including medical, dental, vision coverage, 401k, paid vacation and Holidays.

Evoform Biosciences is an Equal Opportunity Employer

No agencies please