



PR Director

Bedrocan International is looking for a PR Director to work with its globally expanding team.

About Bedrocan

Bedrocan is the most experienced producer of medicinal cannabis in the world. We are renowned for our standardized, high-quality products, which is why numerous governments, scientists and pharmaceutical companies have chosen to work with us all around the world. We believe that our product is one of a kind and the best in the world.

As our reach and influence is rapidly expanding in the global cannabis industry, we are looking for highly qualified and motivated professionals. Are you ready to join our team and play a vital role in this exciting journey?

What you will do

- Build, implement and lead our PR strategy, focused on securing prominent exposure with local, national and international media outlets and with key influencers.
- Consult and collaborate closely with the Management Team to reach our PR goals and support the broader organization's aims.
- Lead media events, from start-to-finish, as needed, in-line with our agreed upon strategy.
- Represent Bedrocan at conference and partner events.
- Oversee our media speaking points and FAQ's, including creating or updating the content.
- Ensure cohesive and consistent brand messaging across our media and influencer relations, in-line with our organization-wide messaging.
- Maintain a knowledge of changing trends in media and influencer relations and within the cannabis business.
- Manage our strategic and day-to-day PR work with sensitivity, upholding and building our positive reputation.
- Act as the key interface between external consultants, public relations firms and government bodies
- Cultivate and maintain relationships with policy makers and relevant government officials.
- Assist in development of positioning.

Who you are

- You have 10+ years' experience in government relations/public affairs; international representation is preferred
- Knowledge of relevant pharma laws and regulations and preferably knowledge of the medical cannabis industry
- Ability to deal with regulatory bodies. Knowledge and expertise in legislative affairs
- Ability to translate company goals into PR & communication strategy
- Deep understanding of how to utilize communications to influence business outcomes.
- Ability to achieve results while dealing with ambiguity and change
- Customer focus and excellent interpersonal, verbal and written communication skills in Dutch and English. Knowledge of another language is a plus
- Top notch speaker to represent Bedrocan at international conferences



- A knack for building relationships with targeted national, local and international media across a variety of medium, including: online media, print media, broadcast and podcasts/radio
- A cultivated, and active, network of applicable media and influencer contacts
- Experience leading a team and proven ability to do so
- A can do, relentless and inherently positive attitude
- Confidence and ability to thrive in a fast-paced and dynamic team environment
- An authentic alignment with our mission
- Willingness to occasionally travel abroad

What we offer

- An exciting job with a highly market competitive salary at an internationally expanding company where the employees are committed and believe in the success of our products
- A company laptop and mobile phone
- A lease car provided by the company
- Opportunity to occasionally work from home

How to apply

Please send your curriculum together with a motivation letter to the following email address: career@bedrocan.com, before **7 December 2018**.

Acquisition is not appreciated.