



UK BioIndustry Association

The voice of the innovative life sciences and biotech industry

Director of Communications



The communications, and advocacy headhunters

ellwoodatfield.com

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HEADLINES

Title: Director of Communications

Salary: £80,000

Reports to: Jane Wall, Managing Director

Location: Victoria House, Bloomsbury Way, London WC1B 4DA

Links: [BioIndustry Association \(BIA\)](#)



ABOUT THE BIA

The BioIndustry Association (BIA) is the trade association for the UK's innovative life sciences and biotechnology sector, representing a diverse and fast-growing community of companies, investors, researchers and advisers working at the forefront of scientific and healthcare innovation.

Our mission is to support and connect the UK life sciences ecosystem, helping innovative organisations start, grow and deliver world-leading breakthroughs that improve health, drive economic growth and strengthen the UK's global competitiveness.

Working across policy, investment, regulation and industry collaboration, the BIA plays a central role in shaping the environment in which UK life sciences companies can thrive. We work closely with government, regulators, policymakers and industry leaders to champion innovation and address the opportunities and challenges facing the sector.

Our membership spans biotechnology, genomics, TechBio, advanced therapies, pharmaceuticals, diagnostics and digital health, reflecting the breadth and dynamism of one of the UK's most strategically important sectors.

As the sector continues to evolve at pace, the BIA is continuing to strengthen its profile, influence and engagement across industry, government and the wider innovation ecosystem - ensuring it remains a leading voice for UK life sciences both nationally and internationally.



THE OPPORTUNITY

The BioIndustry Association (BIA) is seeking an outstanding communications leader to join as Director of Communications, playing a central role in shaping how the organisation communicates its priorities, strengthens its influence, and engages audiences across the UK life sciences and biotechnology ecosystem.

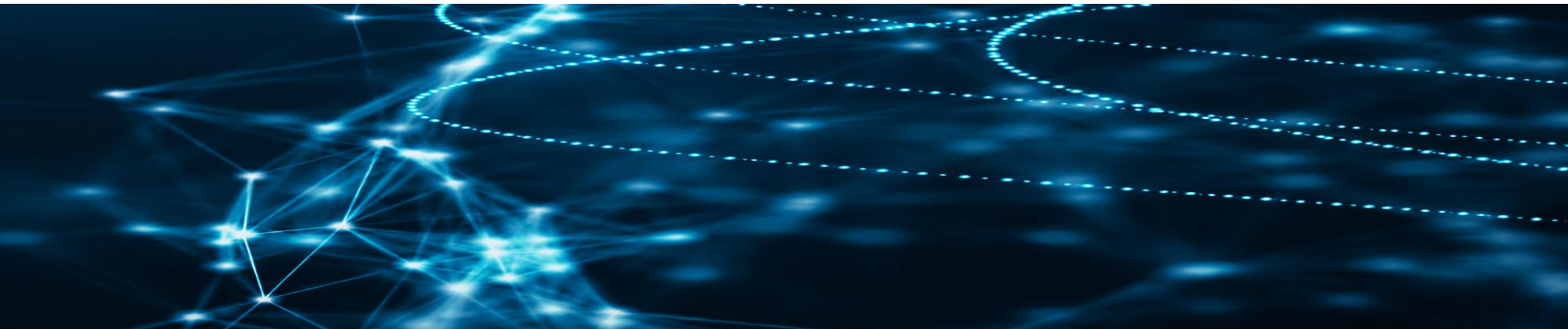
This is a high-profile leadership role at the heart of one of the UK's most strategically important and fast-evolving sectors. Reporting to the Managing Director, the Director of Communications will help shape the BIA's narrative and external positioning at a time of significant transformation across life sciences, innovation, investment and industrial policy.

The role will lead the development of clear, impactful and influential communications strategies that support the BIA's advocacy objectives, strengthen member engagement and enhance the organisation's visibility across government, industry, media and the wider innovation ecosystem.

A significant focus of the role will be ensuring the BIA continues to communicate effectively and credibly on behalf of the sector — translating complex policy, scientific and commercial developments into compelling narratives that resonate with diverse audiences and influence decision-making at the highest levels.

Working closely with the CEO, Managing Director, Director of Policy and External Affairs and wider leadership team, the Director of Communications will provide strategic counsel across communications, reputation and stakeholder engagement activity, while overseeing integrated campaigns, media relations, thought leadership and external messaging.

The role will suit a senior communications and public affairs leader with strong political and media instincts, exceptional strategic judgement, and the ability to operate credibly within a complex, high-profile and mission-driven environment.



THE ROLE

Strategic Communications and Organisational Narrative

- Lead the development and delivery of integrated communications strategies aligned to the BIA's advocacy priorities, membership objectives and organisational goals.
- Shape and steward the BIA's external narrative, ensuring clarity, consistency and impact across communications activity, campaigns and stakeholder engagement.
- Translate complex policy, scientific, investment and sector developments into clear, compelling and accessible messaging for diverse audiences.
- Ensure communications activity strengthens the BIA's profile, influence and positioning across government, industry, media and the wider life sciences ecosystem.

Campaigns, Media and External Engagement

- Lead the design and delivery of integrated external campaigns across media, digital, social, thought leadership and stakeholder engagement channels.
- Oversee media relations activity, building and maintaining strong relationships across political, national, trade and sector media.
- Navigate the political and news agenda effectively, identifying opportunities for the BIA to influence debate and shape conversations relevant to the sector.
- Support the development of speeches, strategic messaging, announcements, reports and externally facing thought leadership activity.
- Ensure communications output is timely, coordinated, impactful and aligned to organisational priorities.

Leadership and Strategic Counsel

- Provide senior communications counsel to the CEO, Managing Director and senior leadership team on strategic communications, reputation and external engagement issues.
- Act as a trusted advisor on complex communications challenges, stakeholder sensitivities and reputational considerations.
- Work collaboratively across policy, membership, events and external affairs functions to ensure joined-up communications and stakeholder engagement activity.
- Lead and support a high-performing communications function, fostering collaboration, innovation, accountability and professional development.

Stakeholder and Sector Engagement

- Build and maintain strong relationships across government, industry, media, investment and the wider life sciences ecosystem.
- Support the BIA's role as a leading voice for UK innovative life sciences and biotech, helping strengthen its influence nationally and internationally.
- Ensure communications activity effectively supports member engagement, organisational growth and wider advocacy objectives.

YOUR PROFILE

The BIA is seeking a senior communications leader who combines strategic judgement with strong political and media instincts, and who is motivated by the opportunity to help shape the future of the UK life sciences sector.

Experience and Seniority

- A highly experienced communications, public affairs or corporate affairs leader with a strong track record delivering impactful external communications and advocacy-focused campaigns.
- Experience operating within complex, high-profile or multi-stakeholder environments, ideally within life sciences, health, and innovation sectors.
- Experience working closely with senior leadership teams and advising executives on communications, reputation and stakeholder engagement matters.

Communications and Campaign Leadership

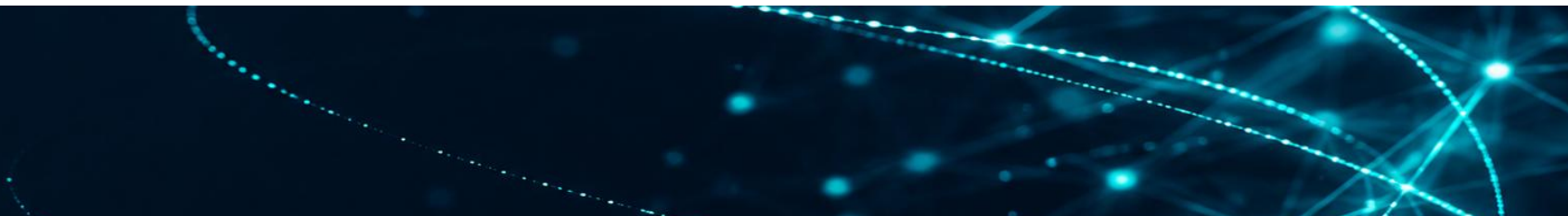
- Strong track record developing integrated communications strategies that build profile, influence and organisational credibility.
- Exceptional ability to distil complex policy, scientific or commercial issues into compelling narratives for diverse audiences.
- Experience leading multi-channel campaigns across media, digital, social and stakeholder engagement platforms.

Political and External Affairs Acumen

- Strong understanding of the UK political, policy and media landscape, with the ability to identify opportunities to shape external debate and influence decision-making.
- Experience building trusted relationships across political, journalistic and stakeholder environments.
- Strong external presence, judgement and credibility within advocacy or mission-driven environments.

Leadership and Cultural Fit

- Collaborative, agile and strategically minded, with the ability to operate effectively within a fast-moving and evolving organisation.
- An inclusive and empowering leader who builds high-performing teams and encourages innovation, accountability and professional growth.
- Aligned to the BIA's culture and values, with a genuine interest in supporting the continued growth and success of the UK life sciences ecosystem.



NEXT STEPS

Ellwood Atfield recruits for organisations seeking to shape and influence their external and internal environments. We are specialist headhunters focused on the search and selection of communications, public affairs, policy, research and advocacy professionals across a range of sectors.

The BIA is committed to fostering an inclusive and accessible recruitment process, and all reasonable adjustments will be considered for applicants with disabilities or specific requirements under the terms of the Disability Discrimination Acts 1995 and 2005.

We will be in touch to arrange an initial discussion with Ellwood Atfield. Following these conversations, selected candidates will be invited to interview with the BIA.



Joshua Gray

Associate Partner | Head of Health & Life Sciences

Joshua specialises in the search and selection senior research, policy, public affairs, and communications professionals in health and life sciences. He previously worked at the Association of the British Pharmaceutical Industry (ABPI), leading the Patient Organisation Forum, and specialised in patient, governmental and parliamentary engagement. Prior to that, he served as a Senior Political Adviser to a Government Minister.

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Felicity Lowes

Director

Felicity has over 13 years search experience gained from leading corporate affairs and marketing search firms in the UK. She oversees our recruitment and search services up to Executive Director level, with a specialism in health and life sciences but also across all sectors. Felicity also consults on team structures, pay grades, and organisation design as well as multi-hire projects. In 2024 she launched 'Parents in Corporate Affairs', a network supporting parents navigating the juggle of work and home life.

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