



# XPO Logistics

**Communications Strategist**

**Greenwich, CT**

**<http://www.xpo.com/>**

## **THE COMPANY**

XPO Logistics (NYSE: XPO) is a top ten global logistics company with 1,435 locations in 34 countries and over 90,000 employees. More than 50,000 customers like Ikea, Boeing, Disney and The Home Depot turn to XPO to manage their goods more efficiently throughout their supply chains. Customers trust XPO with an average of 150,000 shipments and over five billion inventory units every day. XPO is credited with the ability to handle more expedited shipments than any other freight manager. It employs over 1,600 IT specialists and has invested \$425 million in technology.

XPO is both the second-largest freight brokerage provider and the second-largest contract logistics provider in the world as well as the second-largest less-than-truckload (LTL) carrier in North America. It is one of the top 20 truckload carriers in the United States. XPO is ranked #17 among innovative growth companies and #263 among America's best employers by Forbes. In Europe, it has the largest owned trucking fleet and the largest platform for outsourced e-fulfillment. In June 2016, XPO Logistics joined the Fortune 500 and month later XPO was named the Fortune 500's fastest-growing company.

XPO Logistics' corporate headquarters is located in Greenwich, Connecticut, and its European headquarters is in Lyon, France.

## **THE POSITION**

The Communications Strategist is a new role that reports to the SVP of Communications. This role develops communications strategies to educate the organization and external audiences about XPO. Internally, this role will deliver critical business updates and industry trends.

## **RESPONSIBILITIES & DUTIES**

- Develop messaging through various mediums to educate workforce with messaging targeted for diverse populations across the globe



- Closely partner with senior leaders to determine communication opportunities and methods to disseminate messages to the relevant audience
- Leverage internal information to create impactful and meaningful communication to the workforce
- Work with the press to highlight company information, product announcements, cross communications, public and government affairs and all public facing communications
- Have established relationships with business and industry-related press and continue to build and foster new relationships
- Work with leadership team and staff to recognize external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Manage the flow of news about the organization to the media, ensuring the company promotes its image in a proper, coordinated, and consistent manner
- Compose and edit press releases, company literature, and articles for internal and external use
- Cultivate and enhance collaborative working relationships within the press and publicity community; advance the effectiveness of the press and publicity function

### **KNOWLEDGE, SKILLS AND ABILITIES**

- **Analytical Skills**
  - Demonstrates attention to detail
  - Identifies opportunities to increase accuracy and optimize resources and develops/recommends/implements solutions
  - Produces unambiguous, comprehensive and accurate interpretations
- **Communication Skills**
  - Writes clearly and informatively. Edits work for spelling and grammar
  - Presents organized and thorough information and data appropriate for intended audience
  - Utilizes variety of interpersonal styles and communication methods to effectively adapt to new work structures, processes, or cultures
  - Demonstrates group presentation skills and excellent negotiation skills to deal effectively with individuals and groups within and outside the organization
  - Leverages creative approaches to effectively communicating with diverse employees who varying levels of computer literacy, many of whom work “on the road” or remotely.
- **Time Management Skills**
  - Demonstrates follow-up skills
  - Provides timely and professional support to all internal/external customers and vendors



- Prioritizes regular workload, special tasks and concurrent projects, allocating time and resources to ensure that work is completed accurately and efficiently within established time frame
- **Leadership Skills (for Managers/Supervisor)**
  - Effective organizational, leadership and presentation skills
  - Strong business focus with demonstrated ability to act in partnership with management teams
  - Takes calculated risks, makes strategic, results-oriented decisions, and accepts responsibility for the results (positive or negative)
- **Other**
  - Team-oriented. Consults with Team members and management as needed to complete assigned responsibilities
  - Works with minimal supervision
  - Establishes and maintains effective, collaborative work relationships both internally and externally
  - Maintains strict confidentiality
- **Technical Competencies**
  - Strong Fluency of Windows applications and Microsoft Office programs such as MS Project, Word, Excel and PowerPoint
  - Accurately inputs information into and retrieves from the computer
  - Quickly learns and achieves proficiency in new software applications as needed
  - Understands and is familiar with the most widely known and emerging tools, technologies and social applications

### **REQUIRED AND PREFERRED QUALIFICATIONS**

**Required Experience:** 10+ years communications experience at a PR agency, government entity or in-house desirable, servicing diverse client base and issues in public affairs, corporate, community relations, or related field

**Preferred Education:** Bachelor's degree

**Preferred Education/Experience:** Advanced degree in Communications or Public Relations with 10+ years' experience with a public relations agency or communications team and 12+ years' experience with a large global organization and strong media relationships preferably with the business & financial media or technology.