

**Job Description**

Post: Communications and Marketing Manager, Denmark

Department/Region: Outreach / North Europe

Location: Copenhagen (Denmark)

Purpose of post:

Reporting to the Senior Marcoms Manager in Stockholm, the post holder will be responsible for delivering the MSC's mission and vision through marketing and communications in Denmark. You will support the Communications Manager and the Fisheries Outreach Manager in Copenhagen to devise and implement the MSC communications and marketing strategy and action plan for Denmark, to strengthen the MSC's profile, and reinforce and grow support and engagement among key stakeholders. especially customers, media, influencers, retailers, processors, NGOs, etc.

Line Relationships		Key Work Relationships	Authority Limits
Responsible to: Senior Marcoms Manager, Stockholm Program director, Stockholm	Internal: <ul style="list-style-type: none"> • Global Communications and Marketing team • Danish and Baltic Sea Region team • Science & Standards team • Corporate Services teams External: <ul style="list-style-type: none"> • Media, journalists, influencers • Agencies, subcontractors, • Key MSC partners: retailers, processors, NGOs 	• Level 4 post • Financial delegations in accordance with Financial Handbook	
Responsible for: None at present (however, you may be required to periodically manage consultants/agencies and temporary workers on a short-term basis)			
Contractual Terms	Benefits		
Contract type: Permanent	Annual leave: 25 days		
Probation: 6 months	Pension: 9% employer contribution		
Notice: In accordance with Danish law	Other benefits: 4x death in service insurance		
Working hours: 40 per week	Working time	Monday – Friday (09:00 – 18:00)	

The MSC supports flexible working, so the pattern of hours may vary according to operational and personal needs. The MSC works across different time zones so evening or weekend work and/or some international travel and overnight stays may be required occasionally. No overtime is payable, however under certain circumstances time off in lieu may be granted.

Key Responsibilities

The Communications and Marketing Manager (CMM) will contribute to a diverse range of activities to promote the MSC eco-label and ensure successful delivery of the MSC objectives. Responsibilities will include among others:

Marketing

- Use relevant market research to inform existing and future marketing initiatives, analyse marketing campaign results against overall objectives and KPIs and report on campaign performance and effectiveness.
- Develop and direct measurable multi-channel, multi-partner promotional and marketing campaigns with retailers and their suppliers.
- Be responsible for contracting, briefing and managing PR/creative agencies and/or consultants, within agreed financial delegation limits.

Online and Social Media

- Coordinate the communication and marketing activities, working with external agencies and subcontractors, as well as monitor and evaluate the effectiveness of the MSC's communication and marketing campaigns in the region.
- Write and disseminate MSC press releases and articles in relation to the MSC programme. Act as first point of contact for media and general enquiries in Denmark and when necessary collaborate closely with the Baltic team and MSC HQ on responding to enquiries.
- Contribute/support the regional media tracking and monitoring of press uptake of the MSC in Denmark (including social media).
- Be responsible for media handling and maintenance of media contacts database for Denmark, as well as fostering and strengthening relationships with key Danish environmental journalists.
- Design, execute and monitor media strategies and activities, including press conferences, press trips and one-to-one briefings.
- Ensure consistency of MSC's external messaging and provide a "radar function" on emerging issues related to the MSC's work.
- Develop and maintain the MSC Danish website.
- Be responsible for the maintenance and further development of the MSC Denmark Facebook page and other social media channels as they develop.

Content generation and collateral

- Work with partners and key stakeholders to develop stories, case studies, photo commissions and other creative approaches to bring to life the MSC's work in Denmark.
- Initiate, design and deliver communications and marketing collateral, managing translations of global collateral, printing and digital distribution.
- Establish relationships with key creative, design and research agencies.
- Adhere to the MSC's brand guidelines and undertake quality control.

Outreach

- Engage with retail groups, seafood suppliers, producers and other potential project partners in order to enhance visibility and commitment towards the MSC.
- Promote the MSC Chain of Custody Certification, and the use of the MSC eco-label with key seafood distribution companies in retail-foodservice.

- Work in close collaboration with the Commercial and Communications Officer Denmark, establishing contact with market players and educating these audiences about the MSC Chain of Custody program.
- Provide outreach support to aquariums, marine museums, iconic restaurants and opinion leaders.
- Identify/seek potential MSC ambassadors (including relevant institutions and businesses) and build relationships with opinion leaders to maximize the impact of PR campaigns.

Other

- Ensure that project management best practices are employed to deliver all marketing and communications within strategy, budget, and deadline.
- Work, at all times, in close collaboration with the Global Communications and Marketing team.
- Undertake any other responsibilities assigned by the Senior Program Engagement Manager, Denmark or the Program Director, Baltic Sea Region.

In addition to the aforementioned tasks, the incumbent will be required to make logistical arrangements for MSC events in Denmark. The post holder will collaborate with members of the MSC Baltic Sea Region and is expected to travel within Denmark and occasionally to the Baltic Sea Regional Office in Stockholm or the MSC head office in London for training purposes.

Note

No job description can be entirely comprehensive, and the jobholder will be expected to carry out such other duties as may be required from time to time and are broadly consistent with the job description and status of the post within the organisation.

You will be expected to carry out all duties in the context of and in compliance with the MSC's Equality & Diversity and Health & Safety policies.

Person Specification

Required Attributes

Technical Skills, Qualifications & Experience	<ul style="list-style-type: none"> • Relevant degree or equivalent experience. • Experience in a similar role, preferably with responsibility for managing and/or operating promotions and marketing campaigns with multiple partners or similar. • Experience of working with media and developing digital, social media, print and other communication channels; thorough understanding of digital across all channels (online, TV, print, radio). • Significant experience co-ordinating internal and external partners and stakeholders in successful delivery of projects or campaigns. • Knowledge of, or background in the food retail industry, Danish seafood, fishing, or natural resource management is desirable. • Well-developed IT skills, including confident use of MS Office products (SharePoint, Word, Excel, Outlook and PowerPoint) and basic CMS skills.
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Stakeholder Oriented	<ul style="list-style-type: none"> Ability to successfully build and maintain relationships with stakeholders, collaborators, and colleagues with a people-centred approach to business and work is essential. Demonstrable experience co-ordinating internal and external partners and stakeholders in successful delivery of projects or promotions.
Organisational and Management	<ul style="list-style-type: none"> Demonstrable project management skills, overseeing projects from execution to delivery and ensuring projects are delivered on time and to a high standard. Ability to demonstrate a track record of on-time, on-budget and to-specification delivery of projects - ability to deliver multiple simultaneous projects and manage project teams. Versatility to combine self-management and self-support when working alone with productive team membership.
Communications	<ul style="list-style-type: none"> Excellent communication skills and ability to communicate complex issues in a clear manner to a wide variety of audiences across diverse channels. Excellent spoken and written communication skills in Danish and English are essential, including experience of delivering effective presentations to diverse audiences. Demonstrated experience in selling an idea or concept and winning support.
Personal attributes	<ul style="list-style-type: none"> Strategic thinker and planner, with the ability to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures. Excellent interpersonal skills with an ability to work with people at all levels, and from diverse cultures and backgrounds. Ability to make decisions in a rapidly changing environment, motivate others and influence change of people's attitudes when necessary. Excellent judgement and creative abilities, including negotiating and problem-solving skills. Empathy and interest in the MSC's mission and objectives. Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC, its staff and its work.
Circumstances	Weekend work and regular domestic and international travel may be required.

Job Description Agreement

Chief Operating Officer's Signature:

Date:

Job Holder's Signature:

Date: