



## Job Description

**Post:** Marketing Manager, Germany, Austria & Switzerland (DACH)

**Department/Region:** Outreach / Germany

**Location:** Berlin, Germany

### Purpose of post:

The Marketing Manager will be responsible for the design and delivery of marketing strategies, and associated assets in the DACH region, to enhance understanding of the MSC and our ecolabel. The post holder will be responsible for the review and localisation of global campaign briefs and the development of their own regional campaigns, for the creation of materials and events and for the execution and evaluation of campaigns at regional level. They will be responsible for promoting the values and benefits of the MSC programme among target audiences, and devise activities and outputs that demonstrate the added value of MSC partners' commitment and support for the MSC.

### Line Relationships

**Responsible to:**

Senior Communications & Marketing Manager, Germany, Austria & Switzerland

**Responsible for:**

n/a

### Key Work Relationships

**Internal:**

- DACH team
- Global Communications & Marketing team

**External:**

- Commercial Partners in the DACH region

### Authority Limits

- Level 4 post
- Financial delegations in accordance with Financial Handbook

### Contractual Terms (Germany)

### Benefits (Germany)

<b>Contract type:</b>	Permanent	<b>Annual leave:</b>	25 days
<b>Probation:</b>	6 months	<b>Pension:</b>	On successful completion of probation, enrolment in pension scheme
<b>Notice:</b>	3 months	<b>Other benefits:</b>	Death in service insurance
<b>Working hours:</b>	38 per week	<b>Working time</b>	Monday – Friday. The MSC supports flexible working, so the pattern of hours may vary according to operational and personal needs. The post holder is required to undertake some travel within the region and to the UK.

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 may be required occasionally. No overtime is payable, however under certain circumstances time off in lieu may be granted.

## Key Responsibilities

- Develop the MSC DACH marketing strategy, including segmentation, targeting, value proposition, messaging, partnerships, campaigns and calendar of events.
- Provide MSC point of contact for our partners' marketing departments to coordinate and implement joint marketing activities and lead the design and development of campaign proposals through to implementation with identified priority partners.
- Improve commercial partner marketing engagement with the MSC in DACH and deliver assets and market insights to improve client retention, acquisition and customer service.
- Maximize direct and leveraged marketing opportunities, working closely with MSC DACH commercial team, global marketing colleagues and commercial partner counterparts.
- Develop non-commercial partnerships for exposure and enhancing reach of MSC, including working with NGO's, celebrities, ambassadors and chefs
- Develop campaign messaging and artwork, and create and maintain a DACH marketing toolkit, in line with global resources and guidance.
- Develop high quality promotional materials enhancing the MSC's public image and engagement and localize centrally-prepared assets for local use.
- Work with Public Relations Managers to build consumer understanding, drawing on the MSC Globescan survey and other relevant data and insights.
- Manage MSC brand in DACH countries, ensuring consistent brand expression in line with MSC style guide, both externally and internally.
- Lead and support effective communication on marketing activity, monitoring impact, ensuring brand consistency, optimising efficiency and tracking market information and results
- Manage agency relationships and project manage the development of ad creative, messaging, and promotional materials.
- Track progress and implementation of marketing projects and consumer-facing campaigns and ensure commercial data/results are shared internally.

## 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.

## Required Attributes

<b>1. Technical Skills, Qualifications &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent preferably in a marketing discipline</li> <li>• Previous experience in a similar role in a company, agency or organization, with responsibility for developing, managing and/or operating marketing campaigns or promotions, preferably in an environmental, NGO or food/retail related context.</li> <li>• Extensive knowledge and practical experience of brand, marketing and creative industries, with existing contacts and networks highly desirable.</li> <li>• Significant experience of co-ordinating internal and external partners and stakeholders in successful delivery of projects or campaigns.</li> <li>• Proven experience of producing high quality campaign concepts, toolkits and associated materials.</li> <li>• Experience of using digital platforms in support of objectives is desirable.</li> <li>• Experience with graphic programs (Photoshop, InDesign...), analytical programs (Google Analytics, Kissmetrics) or engagement tools (HootSuite) an advantage.</li> <li>• Knowledge of third party certification schemes and the role of eco-labelling an advantage.</li> <li>• Well-developed IT skills, including confident use of MS Office products (SharePoint, Word, Excel, Outlook and PowerPoint).</li> </ul>
<b>2. Relationship Management</b>	<ul style="list-style-type: none"> <li>• Ability to successfully manage relationships with stakeholders, collaborators, and colleagues with a people-centred approach to business and work essential.</li> </ul>
<b>3. Organisational and Management</b>	<ul style="list-style-type: none"> <li>• Versatility to combine self-management and self-support when working alone with productive team membership.</li> <li>• Excellent project planning, work planning, personal organisation and time management skills.</li> <li>• Strong track record of on-time, on-budget and to-specification delivery of projects - ability to deliver multiple simultaneous projects, and of managing project teams.</li> </ul>
<b>3. Communications</b>	<ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills in German (native level) and English; previous experience of communicating with a diverse range of people</li> <li>• Demonstrated excellence in selling an idea or concept and winning support; ability to communicate complex issues in a clear manner to a wide variety of audiences across diverse channels.</li> <li>• Previous experience of preparing and delivering presentations.</li> <li>• Previous experience of to-the-point copywriting and/or in guiding and working with high-level copywriters.</li> <li>• Experience of delivering communications focussed on environmental and sustainability issues an advantage.</li> </ul>
<b>4. Personal attributes</b>	<ul style="list-style-type: none"> <li>• Well-developed analytical and systematic problem-solving skills, demonstrating sound reasoning abilities and logical decision making.</li> </ul>

	<ul style="list-style-type: none"> <li>• Interpersonal skills with an ability to work with people at all levels, motivate others and change people's attitudes when necessary.</li> <li>• Strategic thinker and planner, able to grasp complex and intellectually challenging ideas.</li> <li>• Demonstrated leadership and influencing skills with an ability to work as part of a team to deliver complex projects.</li> <li>• Strong focus on delivery of excellent customer service (including expectation management).</li> <li>• Attention to detail, diplomatic and discrete.</li> <li>• Ability to make decisions in a rapidly changing environment.</li> <li>• Ability and confidence to gain the credibility and respect of staff at all levels of the MSC, as well as external partners, stakeholders and other collaborators.</li> <li>• Ability to combine self-management when working alone with productive team membership.</li> <li>• Empathy and interest in the MSC's mission and objectives.</li> <li>• Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, where appropriate, in pursuit of the MSC's mission and vision.</li> <li>• Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC program by stakeholders around the world.</li> <li>• Ability to travel, work effectively while traveling, and work irregular hours when necessary.</li> </ul>
<b>5. Circumstances</b>	<ul style="list-style-type: none"> <li>• Regular travel within the DACH region is required.</li> </ul>

Job Description Agreement	
Corporate Services Director's Signature:	Date:
Job Holder's Signature:	Date: