



Job Description

Post: PR Manager Germany, Austria, Switzerland (maternity cover)	Department/Region: Outreach / Germany	Location: Berlin, Germany
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Purpose of post:
 The Public Relations Manager will coordinate and implement all public relations activities in the German speaking region (Germany, Austria, Switzerland – DACH). They will implement the media relations strategy, seek high-level placements in print, broadcast and online media in the DACH region and monitor, analyse and communicate PR results on a regular basis.
 In addition, the Public Relations Manager will lead the development and implementation of MSC’ strategy to engage with the education sector in the DACH region.

Line Relationships	Key Work Relationships	Authority Limits
Responsible to: Senior Communications and Marketing Manager Responsible for: n/a	Internal: <ul style="list-style-type: none"> DACH team Global Communications and Marketing team External: <ul style="list-style-type: none"> Agencies, media, consultants 	<ul style="list-style-type: none"> Level 4 post Financial delegations in accordance with Financial Handbook

Contractual Terms (Germany)		Benefits (Germany)	
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Contract type:	Fixed Term (until 31.03.2020)	Annual leave:	25 days
Probation:	6 months	Pension:	n/a
Notice:	3 months	Other benefits:	Death in service insurance
Working hours:	38 per week	Working time	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

- Support the MSC DACH team in the design and delivery of the MSC DACH media strategy
- Work with MSC's commercial partners and key stakeholders to identify and proactively develop PR content, editorials, blog posts, case studies, photo and video commissions and in coordination with the Marketing Manager, foster opportunities for proactive communications and joint promotions to bring to life the MSC's work
- Lead on MSC DACH media relations: leverage existing media relationships and cultivate new contacts with online, print and broadcast journalists, bloggers, editorial writers and columnists in the national, consumer and trade media maintaining a media contact list
- Engage and maintain relationships with ambassadors who can support the MSC mission
- Devise, execute and monitor DACH consumer media campaigns across multiple channels and manage day-to-day media relations including enquiries, press trips, media conferences and events, media kits, pitching stories to journalists, and one-to-one briefings, create content and write press releases, backgrounders and other written materials as required
- Liaise with the Marketing Manager, to develop and deliver a coordinated calendar of multi-channel campaigns
- Manage a (limited) PR budget and campaign budgets
- Deliver evaluation reports of PR campaigns and act as DACH lead with MSC's global media monitoring supplier, Kantar Media, including all relevant licenses
- Deep understanding of the digital environment, and main social media networks
- Creating and managing publications, brochures handouts, leaflets, reports, managing translations, design, printing and digital distribution, according to the MSC's brand guidelines and undertake quality control
- Lead the development and implementation of MSC DACH's strategy to engage with the education sector, in line with agreed KPIs
- Any other duties as requested by the DACH Program Director

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

1. Technical Skills, Qualifications & Experience	<ul style="list-style-type: none"> • Educated to degree level or equivalent in media communications, public relations, journalism or equivalent experience • Demonstrable consumer PR experience either in-house or in a PR Agency with a background in sustainability, environmental issues, or food/retail • Experience of working with and developing print, digital and other communication channels; thorough digital understanding across all channels is essential • Proactive approach to PR story gathering, pitching, and relationship building • Well-developed IT skills, including confident use of MS Office products (SharePoint, Word, Excel, Outlook and PowerPoint)
2. Relationship Management	<ul style="list-style-type: none"> • Ability to successfully manage relationships with stakeholders, collaborators, and colleagues with a people-centred approach to business and work essential
3. Organisational and Management	<ul style="list-style-type: none"> • Versatility to combine self-management and self-support when working alone with productive team membership • Excellent project planning, work planning, personal organisation and time management skills • Ability to exercise sound judgement and demonstrate initiative to accomplish assigned tasks • Track record of forging and maintaining high-level and successful partnership projects across different sectors, and of navigating complex and politicised stakeholder environments
4. 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 (online, TV, print, radio) • Fluency in spoken and written communications in German and English is essential • Demonstrated excellence in selling an idea or concept and winning support • Demonstrated excellence in preparing and delivering presentations • Experience of recruiting and retaining celebrity ambassadors • An understanding of the issues that may be of importance to different stakeholders in the MSC program, especially environmental NGOs and industry stakeholders
5. Personal attributes	<ul style="list-style-type: none"> • Well-developed analytical and systematic problem-solving skills, demonstrating sound reasoning abilities and logical decision making • Interpersonal skills with an ability to work with people at all levels, motivate others and change people's attitudes when necessary • A confident self-starter with excellent attention to detail • Strategic thinker and planner, able to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures.

	<ul style="list-style-type: none"> • Strong focus on delivery of excellent customer services (including expectation management) • Excellent judgement and creative abilities, including influencing and negotiating skills, with ability to remain composed in high-pressure situations • Articulate, creative, passionate, flexible and tenacious; ability to get results and to be persistent and enthusiastic in achieving these • Ability to make decisions in a rapidly changing environment • 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 • Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, where appropriate, in pursuit of the MSC’s mission and vision
6. Circumstances	<ul style="list-style-type: none"> • Some travel within the DACH region is required

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