



Job Description

Post: PR Manager, France	Department/Region: SE AMESA / France	Location: Paris, France
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Purpose of post:

As part of the MSC’s French team, the PR Manager works with the Senior Communications and Marketing Manager in the design and delivery of communications aimed at building profile and support for the MSC and its mission.

The MSC’s work has expanded rapidly across the globe, resulting in increased international media interest. We feature regularly in the food, health and environment media as well as trade and news media. The PR Manager plays a vital role helping us to design and execute excellent PR campaigns securing great media coverage.

Line Relationships	Key Work Relationships	Authority Limits
<p>Responsible to:</p> <p>Senior Communications and Marketing Manager</p> <p>Responsible for:</p> <p>Communications Officer</p>	<p>Internal:</p> <ul style="list-style-type: none"> • Communications team in France • Other MSC Communications specialists including the Global Communications team • France Outreach managers: fisheries, commercial <p>External:</p> <ul style="list-style-type: none"> • PR consultant • Media stakeholders • Ocean related NGOs 	<ul style="list-style-type: none"> • Level 4 post • Financial delegations in accordance with Financial Handbook

Contractual Terms		Benefits	
Contract type:	Permanent	Annual leave:	25 days
Probation:	3 months (with the option to extend by 3 months)	Pension:	The MSC offers medical insurance (contribution to half of the costs), a contributory pension scheme and a Death in Service insurance benefit equal to four times annual salary.
Notice:	3 months	Other benefits:	

Working hours:	Full time	Working time	Monday – Friday; full time
<p>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.</p>			

Key Responsibilities

STRATEGY, PLANNING AND OPERATIONS

- Work closely with the Senior Communications and Marketing Manager, to design and deliver the France media strategies, as well as develop compelling media plans and outputs, linked to the MSC's integrated strategic plan.
- Ensure local PR opportunities are captured in the MSC's French communications calendar.
- Devise, execute and monitor French PR media campaigns, organising press trips and briefings, developing press releases and background information, and other required communications material to ensure campaign success; build appropriate PR evaluation into the campaign design.
- Manage a PR budget ensuring value for money and accurate budgeting of projects and events.

TELLING THE MSC'S STORY

- Identify and respond to opportunities to showcase the MSC's work, positioning the MSC as a leader in ocean sustainability.
- Support the Senior Communications and Marketing Manager in developing and delivering PR initiatives that raise the visibility and credibility of the MSC's management team.
- Generate news releases, op eds, background information, factsheets, editorials and other written materials for a range of channels including print, broadcast, web and social media.
- Develop stories, case studies, photo commissions and other creative approaches to bring to life the MSC's work.

MEDIA RELATIONS

- Lead on media relations with national media, proactively working to deliver broadcast, print and online coverage of the MSC's work, developing strong and positive relationships with key international journalists in the field of environment, science, sustainability and food relations.
- Manage day-to-day international media enquiries and support French staff to answer critical questions from the national media and stakeholders.

REPUTATION MANAGEMENT

- Identify and alert senior staff to potential risks to the MSC's reputation.
- Oversee the maintenance of messaging guidance and responses to frequently asked questions.
- Act as France lead with MSC's global media supplier, Kantar Media, communicating relevant articles to the French team highlighting issues of strategic significance.

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"> • Educated to degree level ideally in an environmental or communications-related field • Excellent writing, and copywriting skills, particularly for the media and presentation. • Demonstrable success at developing and pitching stories to journalists, with an ability to write sparkling, persuasive content that will inspire the public about the importance of seafood sustainability and wider ocean health. • Significant experience in PR and/or communications in sustainability, marine, or environmental issues, or in the consumer and trade sector with a repertoire of media contacts relevant for this post. • Experience dealing with critical media questions and working with subject matter experts to develop responses to challenging questions • Well-developed IT skills, including use of standard software packages (MS SharePoint, Word, Excel, PowerPoint, Outlook and Adobe Acrobat) and design software.
Stakeholder Oriented	<ul style="list-style-type: none"> • Evidence of an ability to successfully manage relationships with stakeholders, collaborators and colleagues, and with a people-centred approach to work and business. • An understanding of the issues that may be of importance to different stakeholders in the MSC program, especially NGO's and industry stakeholders.
Organisational and Management	<ul style="list-style-type: none"> • Excellent project/program management, work planning, personal organisation and time management skills. • Ability to exercise sound judgement and demonstrate initiative to accomplish assigned tasks. • Excellent attention to detail, while remaining aware of the overall mission and vision of the organisation and your contribution to it. • Track record of on-time, on-budget, and to-specification delivery of projects – ability to manage multiple simultaneous projects whilst making use of internal and external resources. • Versatility to combine self-management and self-support when working alone with productive team membership.
Communications	<ul style="list-style-type: none"> • Excellent verbal and written communication skills in French and English that can be tailored to suit a diverse range of audiences, including senior people in business and government. • Able to communicate complex issues in a clear manner to a wide variety of audiences across diverse channels.
Personal attributes	<ul style="list-style-type: none"> • Confidence and ability to gain credibility with, and the respect of, staff at all levels of the MSC, and to build effective relationships with colleagues, stakeholders, suppliers and collaborators. • Ability to make technical and science-based materials understandable and accessible • Influencing, negotiating and problem-solving skills; able to remain composed in high-pressure situations.

	<ul style="list-style-type: none"> • Articulate, creative, passionate, flexible and tenacious: ability to get results and to be persistent and enthusiastic in achieving these. • Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, where appropriate, in pursuit of the MSC's mission and vision. • 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 program.
Circumstances	<ul style="list-style-type: none"> • 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: