

**Job Description**

Post: Communications and Marketing Manager,
Poland & Central Europe

Department/Region: Outreach / North Europe

Location: Warsaw, Poland

Purpose of post:

Reporting to the Senior Marketing and Communications Manager (SMCM) the post holder will lead on delivering the MSC's marketing and communications aims and objectives in Poland and the Central Europe region. You will support the SMCM devise and implement the MSC communications and marketing strategy and action plan for Poland and Central Europe, to strengthen the MSC's profile and reinforce and grow support and engagement among key stakeholders, especially: customers, media, influencers, retailers, processors, NGOs, etc. You will coordinate communication and marketing activities, including the work of external agencies and subcontractors, as well as monitor and evaluate the effectiveness of the MSC's communication and marketing campaigns in the region.

Line Relationships**Responsible to:**

Senior Marketing and Communications Manager

Responsible for:

None at present (however, you may be required to periodically manage consultants/agencies and temporary workers on a short-term basis)

Key Work Relationships**Internal:**

- Global Communication & Marketing team
- Poland and Central Europe team
- Science & Standards team
- Corporate Services teams

External:

- Media, journalists, influencers
- Agencies, subcontractors,
- Key MSC partners: retailers, processors, NGOs

Authority Limits

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

Contractual Terms**Benefits****Contract type:**

Fixed term – 12 months

Annual leave:

20 - 26 days (according to Polish law)

Probation:

3 months

Pension:

n/a

Notice:

3 months

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 position has the following focus areas, with support from the Senior Marketing and Communications Manager (SMCM):

Strategy:

- With the guidance of the Senior Marketing and Communications Manager provide support to strategic direction for the development and delivery of the MSC's marketing and communications in Poland & Central Europe, including promotional campaigns, media and PR activities, and channel management and development.
- Monitor and evaluate the effectiveness of the agreed communication and marketing activities.
- Provide advice and counsel to the Program Director on all PR, communications and marketing opportunities and activities.

Media Relations:

- Devise and execute national media campaigns and manage day-to-day media relations.
- Design, execute and monitor media strategies and activities, including press conferences, press trips and one-to-one briefings, and generate press releases, background information and other written materials as required.
- Support issue management, ensuring timely responses, consistency of the MSC's external messaging, and providing a "radar function" on emerging issues related to the MSC's work in Poland & Central Europe.
- 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 Poland & Central Europe.
- Manage day to day media enquiries and answer critical questions from national media and stakeholders.

Marketing:

- Develop and direct measurable multi-channel, multi-partner promotional and marketing campaigns, working closely with the MSC Commercial teams, Global Marketing colleagues and industry counterparts .
- Use the MSC's market research to inform existing and future marketing initiatives, analysing marketing campaign results against overall objectives and KPIs and report on campaign performance and effectiveness.
- Identify and develop partnerships and celebrity / ambassador engagement to boost the MSC's profile and engagement with key audiences.

Content generation and collateral:

- In close coordination with the Global Communications and Marketing team, ensure the MSC provides consistent, proactive, positive communications that are tailored to the needs and interests of target audiences, and that support the MSC's goals.
- Initiate, design and deliver communications and marketing collateral, printing and digital distribution, ensuring they adhere to the MSC's brand guidelines and undertake quality control.
- Establish and manage relationships with key creative, design and research agencies.

Online and social media:

- Manage and update the MSC Poland website, ensuring up-to-date, accurate and compelling content and stories, and develop and oversee MSC's Poland social media presence.

Other:

- Ensure that project management best practices are employed to deliver all marketing and communications within strategy, budget and deadline.
- Ensure the functioning of the MSC office in Warsaw (shopping, events, cost administration, external service contractors), with the support of all other members of the MSC Poland team.

- Represent the MSC at public events and other outreach opportunities.
- Undertake any other responsibilities assigned by the Program Director or Regional 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.

Person Specification

Required Attributes

1. Technical Skills, Qualifications & Experience

- Educated to degree level or equivalent experience; a relevant qualification in public relations or journalism is desirable.
- 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, print and other communication channels; thorough understanding of digital across all channels.
- Significant experience of co-ordinating internal and external partners and stakeholders in successful delivery of projects or campaigns.
- Well-developed IT skills, including confident use of MS Office products (SharePoint, Word, Excel, Outlook and PowerPoint) and basic CMS skills.

2. Relationship Management

- Evidence of an ability to successfully manage relationships with stakeholders, collaborators, and colleagues with a people-centred approach to business and work essential.
- Proven ability to build and maintain effective relationships with colleagues, stakeholders, suppliers and collaborators.

3. Organisational and Management

- 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.
- 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.

4. Communications

- 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 English and Polish are essential, including experience of delivering effective presentations to diverse audiences.
- Demonstrated excellence in selling an idea or concept and winning support.

5. Personal attributes	<ul style="list-style-type: none"> • Strategic thinker and planner, able to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures. • Independent, energetic, creative, passionate, flexible and tenacious, with the ability to get results and to be persistent and enthusiastic in achieving these. • Excellent interpersonal skills with an ability to work with people at all levels, motivate others and change people's attitudes when necessary. • Ability to make decisions in a rapidly changing environment. • 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.
6. Circumstances	<ul style="list-style-type: none"> • Ability to travel, work effectively while travelling, and to work irregular hours when necessary.

Job Description Agreement	
Chief Operating Officer's Signature:	Date:
Job Holder's Signature:	Date: