



Job Description

Post: Communications, Media and PR Manager, Belgium	Department/Region: Outreach	Location: Belgium
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Purpose of post:

To work closely with the Marketing and Communications team in the Benelux region; develop, implement, and deliver a media and PR strategy and plans, by creating compelling content aimed at building profile and support for the MSC and its mission in the Flemish and Wallonian media, marketing and communications channels.

Work closely with the Global Marketing and Communications and Benelux teams and play a vital role helping to design and execute excellent PR campaigns securing great media coverage.

Line Relationships	Key Work Relationships	Authority Limits
<p>Responsible to: Senior Communications Manager, Media and PR, Benelux</p> <p>Responsible for: There are no supervising/management responsibilities, except for occasional interns</p>	<p>Internal:</p> <ul style="list-style-type: none"> Marketing and Communications team in the Benelux region Global Marketing and Communications department (especially Content team) <p>External:</p> <ul style="list-style-type: none"> Media partners, journalists, agencies, freelancers and influencers in Belgium 	<ul style="list-style-type: none"> Level 4 post Financial delegations in accordance with Financial Handbook

Contractual Terms (Belgium)	Benefits (Belgium)
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Contract type:	Permanent	Annual leave:	25 days
Probation:	N/A	Pension:	9% MSC contribution, employee’s voluntary contribution
Notice:	Dependant on the length of employment	Other benefits:	4x death in service insurance
Working hours:	38 per week	Working time	Monday – Friday; between 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

Improve exposure of the MSC in Belgium (Flemish and Wallonian) media

- Develop and execute media and PR tactics for the Belgium media landscape, identifying and prioritising key audiences, media channels and activities in line with the MSC's communications strategy;
- Develop and execute operational plans for key media titles and journalists, and manage these relationships;
- Identify and use opportunities to expand the reach of MSC stories through a variety of online and offline media (news media, regional media, consumer magazines, online platforms about consumer lifestyle, fisheries, environmental and culinary issues, trade media, etc);
- Contribute to the development and execution of integrated multi-channel communications strategies and plans for the Benelux region;
- Carry out media monitoring and flag media coverage concerning the MSC, partners and eNGOS;
- Write, edit, distribute, and evaluate (if necessary, translate) press releases sent by the Global Marketing and Communications department when relevant for Belgium;
- Support the Benelux marketing and communications team in crisis communications and reputation management issues through strategy deployment, content drafting, and asset development.

Create compelling content for Benelux channels

- Source, write, edit and publish effective MSC content for offline and online media;
- Source, write, edit and post effective, on-brand content for the MSC Benelux webpages (in Dutch, Flemish and French) and for the MSC Benelux social media platforms (including Twitter, Facebook, Instagram, and YouTube) working with colleagues, partners and agencies where appropriate;
- Identify, write and publish articles for the MSC blog, and seek opportunities to re-purpose/re-publish blogs on 3rd party websites;
- Liaise with the global Content team on using and developing content templates for the website and on social media channels;
- Become a regional "super-user" of the content management system and the multimedia library;
- Create content, that uses visual storytelling, for the website and social media;
- Support the creation of multimedia storytelling assets;
- Use analytics tools to evaluate the performance of content and identify KPIs for assessment of performance;
- Support Benelux colleagues on the relevance, output and language of media communications and marketing materials for the Belgian audience, more particularly contribute to the "Belgian perspective" in:
 - Communications / PR materials
 - Instore and digital marketing campaigns
 - MSC-hosted events and partner events
- Carry out any other tasks as assigned by the Senior Communications Manager Media and Digital or the Program Director, Benelux.

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

- A degree or relevant experience in public relations, communications, journalism or marketing fields is desirable.
- Previous experience in a similar role is required, particularly creating content for offline and online media for various audiences in different languages.
- Expertise in PR and communications, with a track record of collaborating with stakeholders to deliver content and assets according to strict deadlines.
- Understanding of, and experience with, science communications is desirable.
- Demonstrated knowledge of, and motivation for, resource sustainability issues, particularly as they relate to wild capture fisheries.
- Experience using content management systems, as well as website and social media analytics tools.
- Excellent knowledge of the web and social media environment.
- Well-developed computer literacy, including high levels of proficiency in MS Office applications (SharePoint, Word, Excel, Outlook and PowerPoint).
- Experience with image and video editing software, such as using applications within Adobe Creative Cloud or similar, is an advantage.

Stakeholder Oriented

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

Organisational and Management

- Excellent organisational and work planning skills with the ability to prioritize a heavy workload; excellent time management skills are key for this role.
- Ability to adapt to quickly changing circumstances and demands and to make decisions in a rapidly changing environment.
- Ability to develop efficient processes, with excellent judgement and creative abilities.
- Demonstrated project management skills with an emphasis on building good relationships internally and externally.

Communications

- Strong interpersonal and networking skills.
- Demonstrable ability to write in an interesting and persuasive style for different audiences.
- Fluent written and oral communication skills in Flemish, French and English.
- Excellent (long and short) copywriting skills, especially the ability to communicate complex (and scientific) ideas clearly and simply to a wide variety of audiences and stakeholders across diverse channels.
- Experience using social media channels and customising assets for distinct audiences.

Personal attributes

- An independent professional with excellent networking, and teamworking skills.
- Versatility to combine self-management and self-support when working alone with productive team membership.

	<ul style="list-style-type: none"> • Ability to combine a strategic outlook with a ‘hands-on’ approach to work. • Excellent interpersonal skills with an ability to work with people at all levels, motivate others and change people’s attitudes when necessary. • Excellent judgement and creative abilities, including influencing, negotiating and problem-solving skills, and 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.
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: