



Job Description

Post: Senior Communications & PR Officer	Department/Region: South-Europe AMESA / France	Location: Paris, France
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Purpose of post:

To work closely with the PR Manager implementing press relations for the MSC in France and contributing to the MSC’s storytelling through content production. The post holder will help strengthen the MSC’s profile and grow support and engagement of the MSC program in France by being responsible for educational activities, including formal education (in school settings) and informal education, such as attending general public events.

Line Relationships	Key Work Relationships	Authority Limits
<p>Responsible to:</p> <p>PR Manager</p> <p>Responsible for:</p> <p>N/A</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 teams: fisheries and commercial <p>External:</p> <ul style="list-style-type: none"> • Media stakeholders • Educational partners • Content producers 	<ul style="list-style-type: none"> • Level 3 post • Financial delegations in accordance with Financial Handbook

Contractual Terms		Benefits	
Contract type:	Permanent	Annual leave:	25 days
Probation:	2 months (with the option to extend by an additional 2 months)	Pension:	Statutory
Notice:	2 months	Other benefits:	Medical insurance (contribution to half of the costs) Death in Service insurance benefit equal to 4x annual salary

Working hours:	35 hours week	Working time	Monday – Friday; between 9:00 – 18:00
<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

PUBLIC RELATIONS

- Work closely with the PR Manager on all Public Relations activities including:
 - Support the development of media and public content to raise and strengthen awareness of the MSC program
 - Collaborate on press content (press releases, press kits, opinion pieces, press alerts, pitches, etc.)
 - Collaborate on day-to-day media enquiries and questions raised by stakeholders
 - Help with interviews: organisation, briefing documents and staffing during interviews
 - Monitor, report and help with communication's analytics
 - Participate in informal meetings with external stakeholders to create dialogue for impactful stories to publish
 - Collaborate on press events (press trips, roundtables, "points presse", conferences, webinars, etc.)
 - Collaborate on Talking points documents.

CONTENT PRODUCTION

- Work closely with the French marketing and communications teams and other members of the French team to:
 - Develop high-impact content (e.g. fishermen stories, photo reportages, case studies, etc.)
 - Support the development of corporate content to strengthen the MSC's credibility as an NGO (e.g. annual reports, leaflets, etc.)
 - Support the development of B2B content for MSC's stakeholders (e.g: language elements, infographics, fisheries factsheets, etc.)
 - Collaborate on other content aimed at highlighting the MSC's activities: such as videos, infographics, blogposts.

EDUCATION/AWARENESS

- Write and commission formal educational resources that fit the existing curriculum in France; develop activities or assets that teachers can use in schools
- Carry out outreach with schools and young people e.g. visiting schools and organising sessions to raise awareness about the MSC's program
- Partner and undertake "informal outreach" with other stakeholders (e.g. aquariums or museums) to raise public awareness of the MSC.

EVENTS

- Develop the concept and manage and coordinate the logistics of different B2C events (including awareness-raising events for the general public).

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"> • University degree or with equivalent experience; a relevant qualification in public relations, communication, or journalism is desirable. • Previous professional experience in a similar role is required, creating content for offline and online media for various audiences and 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. • Understanding of ways to boost content posted on websites and social media and ability to apply this knowledge. • Well-developed computer literacy, including high levels of proficiency in MS Office applications (SharePoint, Word, Excel, Outlook and PowerPoint). • Demonstrated knowledge of, and motivation for, resource sustainability issues, particularly as these relate to wild capture fisheries.
Stakeholder Oriented	<ul style="list-style-type: none"> • Evidence of ability to cultivate and manage relationships with colleagues, stakeholders, suppliers and collaborators successfully, with a people-centred approach to business and work essential.
Organisational	<ul style="list-style-type: none"> • Prior experience working on projects would be useful, but excellent organisational skills are essential • Ability to manage time and prioritise urgent and essential tasks, to ensure meeting tight deadlines • Evidence of ability to operate and get results in a very busy environment with several tasks competing for priority – willingness to “go the extra mile”.
Communications	<ul style="list-style-type: none"> • 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 English and X are essential • 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.
Personal attributes	<ul style="list-style-type: none"> • Strong work ethic, enthusiastic nature, and with excellent attention to detail • Confidence and ability to gain credibility with, and the respect of, staff at all levels of the MSC • Able to work on own, when necessary, but equally at home working as part of a team; likes using own initiative within agreed boundaries • Able to demonstrate problem-solving skills • A quick learner, happy to learn by doing with support from more experienced members of the team • Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, when appropriate, in pursuit of the MSC’s mission and vision • Empathy and interest in the MSC's mission and objectives

	<ul style="list-style-type: none"> • 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: