



Job Description

START DATE 1 FEBRUARY 2019

Post: Senior Communications Manager (Media and PR)	Department/Region: Europe, Benelux	Location: The Hague, Netherlands
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Purpose of post: Reporting to the Program Director Benelux based in The Hague, the *Senior Communications Manager (Media and PR)* has the exciting role of taking the MSC’s message to our audiences in Netherlands, Belgium, Luxemburg. The post holder is responsible for a diverse range of activities to promote the MSC’s mission and to ensure successful delivery of the communications and marketing objectives for the Benelux region. The associated results and KPIs relate to: MSC positioning, visibility and reputation in media, consumer awareness on sustainable fisheries and the MSC program, consumer recognition, recall and preference for the MSC ecolabel.

Line Relationships	Key Work Relationships	Authority Limits
<p>Responsible to: Program Director, Benelux</p> <p>Responsible for: Marketing Manager & Digital Communications Manager</p>	<p>Internal:</p> <ul style="list-style-type: none"> Commercial & Fisheries managers, NL and B Global communications team European marketing & communication teams <p>External:</p> <ul style="list-style-type: none"> Media accounts in NL and B (written press, tv, online) Service providers (agencies) 	<ul style="list-style-type: none"> Level 5 post Financial delegations in accordance with Financial Handbook

Contractual Terms (Netherlands)		Benefits (Netherlands)	
Contract type:	Permanent	Annual leave:	25 days
Probation:	2 months	Pension:	On completion of probationary period
Notice:	3 months	Other benefits:	Death in service insurance
Working hours:	35 per week (5 days)	Working time	Monday – Friday; 09:00 – 17:00

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

Main responsibilities and key work areas for the position are:

Content development

- Responsible for the development of most of MSC's content in writing and images in close cooperation with outreach and fisheries staff (e.g. writing of press releases and online content, blogs, opinions, commissioning photoshoots etc)

Media account management

- Media relations management to advance MSC's positioning, reputation and media communications
- Account management for written and tv media including engagement with key opinion leaders
- Write press releases - prepare/organize press trips and interviews
- Be spokesperson for the MSC in the Benelux region
- Carry out media monitoring, and be responsible for managing issues as they arise, as well as public relations work

Overseeing the coherence of the Benelux marketing and communications cluster

- Line management responsibility for the marketing and digital communications managers
- Responsible for strategy development and implementation in the Benelux region

In line with this the following activities and responsibilities are relevant:

- Provide advice and counsel to the Benelux Program Director and Benelux team on all PR, communications and marketing opportunities and activities.
- In close coordination with Global Communications and Marketing team, ensure MSC provides consistent, proactive, positive communications that are tailored to the needs and interests of target audiences, and that support the MSC's goals.
- Ensure consistency of MSC's external messaging and provide a "radar function" on emerging issues related to the MSC's work in the Benelux region; be a spokesperson for the MSC Benelux.
- Identify and develop partnerships and ambassador engagement to boost the MSC's profile and engagement with key audiences.
- 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 the Benelux region.
- Provide strategic direction for the development and delivery of all aspects of MSC's communications in the Benelux region in line with regional and global objectives, including printed publications, digital and social media, media and PR activities, channel management and development, and project management.
- Lead the development and implementation of MSC Benelux communications and marketing strategy and action plan – in close collaboration with the MSC Benelux team and Global Communications and Marketing team – that serves to build and reinforce the organization's credibility, profile and value proposition.
- Manage the Marketing Manager who is responsible for the measurable multi-channel, multi-partner promotional and marketing campaigns, working closely with MSC Benelux commercial team, global marketing colleagues and industry counterparts. (Maximizing direct and leveraged marketing opportunities, working closely with MSC Benelux commercial team, global marketing colleagues and industry counterparts. Using relevant market research to inform existing and future marketing initiatives, analyse marketing campaign results against overall objectives and KPIs and report on campaign performance and effectiveness.)

- Manage the Digital Communications Manager who is responsible for the management of MSC’s own digital channels, as well as an active online engagement in the relevant online debates on seafood sustainability, the oceans and fisheries.
- Assume responsibility for negotiating, agreeing and signing contracts on MSC’s behalf with external consultants and service providers on communications related projects as required and within delegated authority limits.
- Ensure that project management best practices are employed to deliver all communications and marketing within strategy, budget, and deadline.
- Undertake hands on day to day activity alongside colleagues in order to deliver strategies and action plans.
- Undertake any other responsibilities assigned by the Benelux 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.

Person Specification

Required Attributes

1. Technical Skills, Qualifications & Experience

- Completed university or Higher Professional Education, preferably in a communications discipline.
- Extensive experience in a similar role, with responsibility for communications, PR and media account management, preferably combining line management with hands-on work and with existing contacts and networks highly desirable.
- Excellent written communication skills, especially the ability to write in an interesting and persuasive style for different audiences.
- Excellent verbal communication skills, especially the ability to convey complex ideas clearly, simply and convincingly and delivering effective presentations to diverse audiences.
- Experience working with technical and scientific content to produce non-expert briefings and responses.
- A good understanding of media networks, influencing leading opinions and engaging with diverse positions and stakeholders.
- Extensive experience in engaging and building relationships with external media bodies, both proactively and reactively, including media crisis management.
- Experience in building, mentoring, and coaching a team of marketing and/or communications specialists.
- Experience in developing and delivering innovative and integrated communications across the full range of communications channels, including all forms of electronic media.

	<ul style="list-style-type: none"> • A good understanding of social media and its deployment in strategic communications. • Track record of forging and maintaining high level and successful partnership projects across different sectors, and of navigating complex and politicized stakeholder environments. • Language proficiency: high standard of spoken and written Dutch and English. Good knowledge of French is desirable • Experience of writing, editing and proofreading articles and publications, answering enquiries from the public, and preparing accessible short reports and briefings for internal and external audiences. • Good computer literacy, including proficiency in MS Office is essential; proficiency in social media and website content management systems is also required. • Good knowledge of Photoshop desirable.
2. Stakeholder Oriented	<ul style="list-style-type: none"> • Evidence of an ability to successfully manage relationships with stakeholders, collaborators and colleagues, preferably in an international context 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 eNGO's and industry stakeholders. • A good understanding of sustainable development and related communications issues. • Ability to lead teams to deliver training programs.
3. 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. • Preference for paying 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. • Combination of hands-on and strategic (“Voorman/vrouw”)
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). • Demonstrated <ul style="list-style-type: none"> ○ ability to write in an interesting and persuasive style for different audiences. ○ delivering effective presentations to diverse audiences, • Experience of delivering communications focussed on environmental and sustainability issues an advantage. • Knowledge of third party certification schemes and the role of eco-labelling an advantage.
5. Personal attributes	<ul style="list-style-type: none"> • A good networker: easy going, confident, persuasive. • Positive / Can-Do mentality. • Have an inspiring vision to lead a Communications team. • 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"> • Demonstrated leadership and influencing skills and an ability to work as part of a team to deliver complex projects; work both strategically as well as taking a hands-on approach. • Strong focus on delivery of excellent customer services (including expectation management); a people-centred and consultative approach to business and work essential. • Negotiating and problem-solving skills. • Stature and confidence to gain the credibility and respect of MSC staff and external partners. • Excellent judgement and creative abilities. • 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. • Attention to detail, diplomacy and discretion. • Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC, its staff and its work. • Dynamic and flexible regarding workload management; agility in an ever-changing environment • Above all ... we are looking for a person with a warm beating heart who believes in our mission, which is to achieve oceans teeming with life.
<p>6. Circumstances</p>	<ul style="list-style-type: none"> • Weekend work and regular domestic and international travel may be required. • Ability to travel, work effectively while traveling, and work irregular hours when necessary.

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