

**Job Description**

Post: Senior Public Relations and Communications Manager

Department/Region: Scandinavia and Baltic Sea Region (BSR)

Location: Stockholm (Sweden)

Purpose of post:

To lead the development and implementation of MSC's communications and marketing strategy in Scandinavia and Baltic Sea Region, helping to build and reinforce the organization's credibility, profile and value proposition and reinforce and grow support and engagement for the MSC among key stakeholders.

Line Relationships**Responsible to:**

Program Director, Scandinavia and Baltic Sea Region

Responsible for:

- Digital, Media and Marketing Manager
- Educational and Communications Officer

Key Work Relationships**Internal:**

- BSR outreach team
- Global Communications and Marketing team
- Science and Standards team
- Marketing and Communications teams in North Europe

External:

- Brand, marketing, creative and communications industries (e.g. agencies, sub-contractors)
- External media bodies (Media, journalists, influencers)
- Key MSC partners: seafood supply chain stakeholders, processors, NGOs

Authority Limits

- Level 5 post
- Financial delegations in accordance with Financial Handbook

Contractual Terms (Sweden)**Benefits (Sweden)****Contract type:**

Permanent

Annual leave:

30 days

Probation:

6 months

Pension:

Contributory pension plan

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

- Lead the development and implementation of the marketing and communications strategy and action plan for MSC Scandinavia & BSR PR, in close collaboration with both the BSR and Global Communications and Marketing teams – to build and reinforce the organization’s credibility, profile and value proposition.
- Build engagement with and support for the organization amongst relevant stakeholders, navigating a highly complex stakeholder environment.
- Maximize direct and leveraged marketing opportunities, working closely with BSR commercial team, global marketing colleagues and industry counterparts.
- Provide advice and counsel to the BSR Program Director and BSR team on all PR, communications and marketing opportunities and activities.
- In close coordination with the 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.
- Provide strategic direction for the development and delivery of all aspects of MSC’s communications in the BSR 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.
- Identify and develop partnerships and ambassador engagement to boost the MSC’s profile and engagement with key audiences.
- Ensure consistency of MSC’s external messaging and provide a “radar function” on emerging issues related to the MSC’s work in the BSR region.
- 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 BSR region.
- Oversee the sign-off for communications and marketing collateral, ensuring they adhere to the MSC’s brand guidelines and undertake quality control.
- 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 Program Director, BSR to ensure the team’s objectives are delivered.

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 equivalent experience, preferably in a business, PR, marketing, or communications discipline. ▪ A track record in PR and media management, as well as the experience of managing other comms functions - marketing and digital. ▪ Knowledge and practical experience of brand, marketing, creative and communications industries, with existing contacts and networks, within the Baltic Sea region highly desirable. ▪ Experience in developing and delivering innovative and integrated communications across the full range of communications channels, including all forms of electronic media. ▪ Experience in engaging and building relationships with external media bodies, both proactively and reactively, including media crisis management. ▪ Track record of developing and maintaining successful partnership projects across different sectors, and of navigating complex and politicized stakeholder environments. ▪ Experience working with technical and scientific content to produce non-expert briefings and responses. ▪ Knowledge of third-party certification schemes and the role of eco-labelling an advantage. ▪ Proficient IT skills, including use of standard software packages such as MS Office. ▪ Demonstrable evidence of influential media secured.
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 NGO's and industry stakeholders. ▪ Ability to lead teams and to deliver training programs.
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; able to work as part of a team to deliver complex projects. ▪ Excellent attention to detail, remaining aware of the overall mission and vision of the organisation and your contribution to it.
Communications	<ul style="list-style-type: none"> ▪ Excellent spoken and written communication skill in both Swedish and English essential, including experience of delivering effective presentations to diverse audiences ▪ Previous experience of delivering communications focused on environmental and sustainability issues an advantage, as is experience of planning and delivering training to colleagues.
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.

	<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. ▪ Influencing, negotiating and problem-solving skills; able to remain composed in high-pressure situations. ▪ 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. ▪ Versatility to combine self-management and self-support when working alone with productive team membership and leadership. ▪ Empathy and interest in the MSC's mission and objectives. ▪ Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, where appropriate, in pursuit of the MSC's mission and vision. ▪ Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC program. ▪ Ability to travel, work effectively while traveling, and work irregular hours when necessary.
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Job Description Agreement	
Chief Operating Officer's Signature:	Date:
Job Holder's Signature:	Date: