



**Job Description**

<b>Post:</b> Digital, Media and Marketing Manager, Scandinavia and Baltic Sea Region	<b>Department/Region:</b> Outreach / North Europe	<b>Location:</b> Sweden (Stockholm)
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**Purpose of post:**

The post holder will be responsible for helping to deliver the MSC’s mission and vision through marketing and digital communications in Sweden. You will support the Program Director and the Marketing and Communications team to devise and implement the MSC communications, marketing and digital strategy and action plan for Sweden, to strengthen the MSC’s profile, and reinforce and grow support and engagement among key stakeholders especially customers, the media, influencers, retailers, processors and NGO’s.

Line Relationships	Key Work Relationships	Authority Limits
<p><b>Responsible to:</b> Senior Communications Manager, Scandinavia and Baltic Sea Region</p> <p><b>Responsible for:</b> None at present (however, you may be required to periodically manage consultants/agencies and temporary workers on a short-term basis)</p>	<p><b>Internal:</b></p> <ul style="list-style-type: none"> <li>• Global Communications and Marketing team</li> <li>• Danish and Baltic Sea Region team</li> <li>• Science &amp; Standards department</li> <li>• Corporate Services department</li> </ul> <p><b>External:</b></p> <ul style="list-style-type: none"> <li>• Media, journalists, influencers</li> <li>• Agencies and subcontractors</li> <li>• Key MSC partners: retailers, processors and NGOs</li> </ul>	<ul style="list-style-type: none"> <li>• Level 4 post</li> <li>• Financial delegations in accordance with Financial Handbook</li> </ul>

Contractual Terms (Sweden)	Benefits (Sweden)
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<b>Contract type:</b>	Fixed term (12 months)	<b>Annual leave:</b>	30 days
<b>Probation:</b>	6 months	<b>Pension:</b>	9% employer contribution
<b>Notice:</b>	As per the CBA	<b>Other benefits:</b>	4x death in service insurance
<b>Working hours:</b>	40 per week	<b>Working time</b>	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 Digital, Media and Marketing Manager (DMM) will contribute to a diverse range of activities to promote the MSC eco-label and ensure successful delivery of the MSC objectives.

### Marketing

- Use relevant market research to inform existing and future marketing initiatives, analyze marketing campaign results against overall objectives and KPIs and report on campaign performance and effectiveness.
- Develop and direct measurable multi-channel, multi-partner promotional and marketing campaigns with retailers and their suppliers.
- Be responsible for contracting, briefing and managing PR/creative agencies and/or consultants, within agreed financial delegation limits.

### Online and Social Media

- Coordinate communication and marketing activities, work with external agencies and subcontractors and monitor and evaluate the effectiveness of the MSC's communication and marketing campaigns in the region.
- Write and disseminate MSC press releases and articles in relation to the MSC program. Support the Program Director and the Senior Communications Manager in contacts with journalists, etc.
- Contribute/support the regional media tracking and monitoring of press uptake of the MSC in Sweden (including social media).
- Be responsible for media handling and maintenance of media contacts database for Sweden, as well as fostering and strengthening relationships with key environmental journalists.
- Design, execute and monitor media strategies and activities, including press conferences, press trips and one to one briefings.
- Ensure consistency of MSC's external messaging and provide a "radar function" on emerging issues related to the MSC's work.
- Develop and maintain the MSC Sweden website.
- Develop and create social media content and liaise with the global Social Media Manager where necessary.
- Be responsible for the maintenance / publishing and creation of dashboards and further development of the MSC Sweden Facebook page and other social media channels as they develop.

### Content generation and collateral

- Work with partners and key stakeholders to develop stories, case studies, photo commissions and other creative approaches to bring to life the MSC's storytelling in Sweden.
- Initiate, design and deliver communications and marketing collateral, managing translations of global collateral, printing and digital distribution.

### Outreach

- Engage with retail groups, seafood suppliers, producers and other potential project partners in order to enhance visibility and commitment towards the MSC.
- Promote the MSC Chain of Custody Certification, and the use of the MSC eco-label with key seafood distribution companies in retail and food service.
- Work in close collaboration with the Commercial Manager and the Program Assistant for Scandinavia and BSR, establishing contact with market players and educating these audiences about the MSC Chain of Custody program.
- Provide outreach support to aquariums, marine museums, iconic restaurants and opinion leaders.
- Identify/seek potential MSC ambassadors (including relevant institutions and businesses) and build relationships with opinion leaders to maximize the impact of PR campaigns.

### Other

- Ensure that project management best practices are employed to deliver all marketing and communications within strategy, budget, and deadline.
- Work, at all times, in close collaboration with the Global Communications and Marketing team.
- Undertake any other responsibilities assigned by the Senior Communications Manager and the Program Director.
- Responsible for making logistical arrangements for MSC events in Sweden.

**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**

- Degree or equivalent experience gained working in the Communications, Public Relations or Marketing fields.
- Experience in a similar role, preferably with responsibility for managing and/or operating promotions and marketing campaigns with multiple partners or similar.
- Knowledge of sustainability issues, responsible sourcing strategy, third-party certification schemes and the role of eco-labeling is an advantage.
- Experience working with media and developing digital, social media, print and other communication channels; thorough understanding of digital across all channels (online, TV, print, radio).
- Significant experience coordinating internal and external partners and stakeholders in successful delivery of projects or campaigns.
- Knowledge of, or background in, the food retail industry, Scandinavian seafood, fishing, or natural resource management is desirable.
- Well-developed IT skills, including confident use of MS Office products (SharePoint, Word, Excel, Outlook and PowerPoint) and basic CMS skills.
- Experience of managing and creating assets for social media platforms and channels such as Instagram and Facebook.

**Stakeholder Oriented**

- Proven track record of successfully building and maintaining relationships with stakeholders, collaborators, and colleagues with a people-centred approach to business and work essential.
- An understanding of the issues that may be of importance to different stakeholders in the MSC program, especially e-NGO’s and industry stakeholders.
- Demonstrable experience coordinating internal and external partners and stakeholders in successful delivery of projects or promotions.

<b>Organisational and Management</b>	<ul style="list-style-type: none"> <li>• Demonstrable project management skills, overseeing projects from execution to delivery and ensuring projects are delivered on time and to a high standard.</li> <li>• Ability to deliver multiple simultaneous projects and manage project teams.</li> </ul>
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills and ability to communicate complex issues in a clear manner to a wide variety of audiences across diverse channels.</li> <li>• Fluent spoken and written communication skills in Swedish and English are essential.</li> <li>• Experience of developing and delivering effective presentations to diverse audiences.</li> <li>• Demonstrated experience in selling an idea or concept and winning support.</li> </ul>
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Strategic thinker and planner, with the ability to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures.</li> <li>• Versatility to combine self-management and self-support when working alone with productive team membership.</li> <li>• Excellent interpersonal skills with an ability to work with people at all levels, and from diverse cultures and backgrounds.</li> <li>• Ability to make decisions in a rapidly changing environment, motivate others and influence change of people's attitudes when necessary.</li> <li>• Excellent judgement and creative abilities, including negotiating and problem-solving skills.</li> <li>• Empathy and interest in the MSC's mission and objectives.</li> <li>• Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC, its staff and its work.</li> </ul>
<b>Circumstances</b>	<ul style="list-style-type: none"> <li>• Weekend work and regular domestic and international travel may be required.</li> </ul>

<b>Job Description Agreement</b>	
Chief Operating Officer's Signature:	Date:
Job Holder's Signature:	Date: