



## Job Description

### Marketing & Communications Consultant, Finland

<b>Location:</b>	Helsinki
<b>Working languages:</b>	Finnish, English
<b>Reports to:</b>	Fisheries & Supply Chain Manager, Finland
<b>Salary and benefits:</b>	Monthly consultancy fee dependent on experience
<b>Working hours:</b>	40 hours a week, Monday to Friday. The MSC supports flexible working, so the pattern of hours may vary according to operational and personal needs.
<b>Type of contract:</b>	Consultancy 3-4 months with possible extension, based in Helsinki

Please email the following documents to [janne.posti@msc.org](mailto:janne.posti@msc.org) and add "MarCom Consultant" to the subject line of your email.

- **Current CV (in English)**
- **Cover letter (in English)**

Applications closing date: Friday 5<sup>th</sup> June 2018 – 6 PM GMT  
Interviews to be held between: 11<sup>th</sup> and 17<sup>th</sup> of January 2018

General enquires: Wed 3<sup>rd</sup> of January at 12.00 – 2.00PM, [janne.posti@msc.org](mailto:janne.posti@msc.org), +358 44 980 5916

#### JOB SUMMARY

##### MSC Background

The Marine Stewardship Council (MSC) is a global not-for-profit working to recognise and reward sustainable fishing. Our vision is for the world's oceans to be teeming with life – today, tomorrow and for generations to come. We work with fisheries, businesses, NGOs and scientists around the world to achieve our mission, and through our blue ecolabel we are making it easy for consumers to choose seafood that is certified sustainable, traceable, and wild.

##### About the role

The MarCom consultant will support the MSC Finland's Fisheries & Supply Chain Manager in communications and marketing activities. Specifically, the consultancy will support the development of the MSC's new website, due to launch in April 2017, and assist in asset development for our social media channels. In addition, the consultant will be responsible for providing support for MSC Finland and its interactions with the MSC's diverse stakeholders helping to ensure overall programme effectiveness and credibility and in delivering the communications objectives. Internally, it will require communication across the MSC at all levels – within the team in Baltic Sea region, across other departments and regions. This will require someone who can develop communications

materials for diverse audiences, including NGOs, commercial sector, science / academia, fishing industry and governments.

The work of the MarCom consultant is closely aligned to other online marketing and communication activities of the MSC in Europe, and with the work of the Global Communications team in London.

This opportunity would suit a recent graduate looking to develop a career in marketing, communications and public relations, with a demonstrable interest in sustainability, the environment and oceans.

This is a busy role, and the post holder must be able to switch between projects and priorities with a flexible and professional approach.

## **RESPONSIBILITIES**

- Provide vital support to MSC Finland in developing and migrating content and creating webpages in the MSC's new website (CSM), currently under development and set to launch in April 2017.
- Support MSC Finland in development of assets for use in MSC's global social media channel
- Under the direction of MSC Finland, work with multiple design, marketing and digital agencies
- Support with writing and editing digital content for the MSC's website and social media platforms
- Support and deliver effective stakeholder communications, reinforcing the MSC's value proposition including press releases.
- Support in designing, tailoring and delivering consumer promotional activities that will meet objectives in building awareness, understanding and desire for the MSC label.

## **ESSENTIAL**

- Educated to degree level, with an ambition to develop a career in marketing, digital media, communications or public relations
- Academic and/or work experience in public relations, website management, marketing or communications
- Excellent written English and Finnish
- A demonstrable interest in the environment and oceans
- Desirable: a. Previous experience of writing for the web and using a website content management system a. Experience using PhotoShop and Illustrator b. Fluent in a second language (SE).

## **PERSONAL ATTRIBUTES**

- A quick learner, happy to learn by doing with support from more experienced members of staff
- A self-motivated and creative team player
- Ability to work well under pressure and to use initiative to solve problems
- Positive and enthusiastic attitude
- A good communicator
- Commitment to the MSC's values and policies on equal opportunities and environmental management