



Job Description

Fixed term Consultancy (4 months, possible extension) Marketing and Communications (MarCom) Consultant in Finland)

Please email the following documents to 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 5th June 2018 – 6 PM GMT

Interviews to be held between: 11th and 17th of January 2018

General enquires: Wed 3rd of January at 12.00 – 2.00PM, janne.posti@msc.org, +358 44 980 5916

JOB SUMMARY

Introduction

The MSC's vision is for the world's oceans to be teeming with life, and seafood supplies safeguarded for this and future generations. Through our world-leading certification and ecolabeling programme we recognise and reward sustainable fisheries and through the leadership of our partners, create market incentives to encourage other fisheries to improve the way they operate. Over 300 fisheries around the world, representing 12 % of the annual global marine catch, are now engaged in the MSC programme. MSC certified and labelled seafood products are now available in over 100 countries.

The Consultancy

The MSC is currently seeking a Consultant to support the MSC Finland's Fisheries and Supply Chain Manager in communications and marketing activities. Specifically, the Consultant 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 to 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 the Baltic Sea region, and across other departments and regions. This will require someone who can develop communications materials for diverse audiences, including NGOs, the commercial sector, science / academia, fishing industry and governments.

The work of the 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 Consultant must be able to switch between projects and priorities with a flexible and professional approach.

Deliverables

- 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 the development of assets for use in the 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.

Skills, knowledge and abilities

The Consultant will have the following qualifications and experience:

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 characteristics

- 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.

Contract Details

The initial consultancy contract is for a period of 4 months, with the possibility of an extension. Implementation of the consultancy shall be overseen by Minna Epps, Program Director, Baltic Sea and Scandinavia.

Upon being appointed, the MSC and the chosen consultant will enter into a contract based on the items described in this document. The Consultant will be an independent contractor to the MSC and is not an agent or employee of the MSC.

As an independent contractor the Consultant has no entitlement to receive from the MSC payment for employee benefits, and the Consultant shall be responsible for all income tax and national insurance liabilities or similar contributions in respect of consultancy fee payments received from the MSC.

Consultant's fee will depend on the experience and skills. The Consultant will invoice for his/her services at the end of each month.