

Marine Stewardship Council

Fixed term Consultancy

Communications and Marketing Consultant in Poland

Introduction

The MSC is an international non-profit organisation with a mission to use its ecolabel and fishery certification program to contribute to the health of the world's oceans. To achieve its mission the MSC works with a diverse range of partners around the world including government, fishers, NGO's, business industry and academia.

Twelve percent of the world's fisheries landing are formally engaged in the MSC's certification program. Many other fisheries are working on projects with a range of partners to enable progress towards MSC. Certified and labelled seafood is available in over 100 countries across Europe, Africa, Asia, North and South America.

The MSC is currently seeking a Consultant to implement its PR and marketing strategy in Poland.

The Consultancy

The Communications and Marketing Consultant will work in collaboration with the Warsaw-based MSC Programme Poland Coordinator. The Consultant will undertake a range of activities aimed at taking the MSC's message to new and existing audiences in Poland. Utilising his/her creative and organisational skills, the Consultant will contribute to a diverse range of activities designed to help to promote the MSC's mission and ensure successful delivery of the communications and marketing strategy:

- delivering MSC's media work and events management in Poland in close liaison with the Programme Poland Co-ordinator
- acting as the first point of contact for members of the public and journalists
- outreach to potential MSC ambassadors and media and marketing partners.
- maintaining the MSC's Polish website and MSC Polish social media (FB at present)

All outputs produced by the Communications and Marketing Consultant must be targeted to meet audience needs, be produced to a high standard, and represent the MSC accurately and persuasively.

The Consultant will work in close collaboration with the MSC's Communications and Marketing team in London and staff based elsewhere in the MSC.

Deliverables

The consultant will be responsible for the following deliverables:

- *Media relations:* undertaking the MSC's media work in Poland in close liaison with the Global Communication and Marketing team. This will include:
 - writing and distributing news releases, newsletters, writing articles, placing editorial and identifying appropriate forward features
 - responding to media enquiries; reactive response to relevant media articles
 - building relationships with trade, national, regional and international media contacts. Working with PR agency as relevant.
 - organising press trips and media events.
- *Events Management:* leading the MSC's events programme in line with the communications strategy. This will include planning and organising MSC

attendance and exhibition stands at consumer and trade shows. Some of these events may be outside Poland.

- *Partnerships*: scoping potential for joint communications work to support the MSC's mission, including:
 - supporting the coordination and organisation of marketing and communications campaigns with non-industry and industry partners
 - identifying potential MSC ambassadors
 - providing partners with suitable MSC materials and offering advice and support in developing their own materials
- *Publications and promotional materials*: working with the global communications team to produce high quality promotional materials for international markets and Poland.
- *Website development and maintenance*: manage the Polish website including writing content, and periodically reviewing and developing the site to reflect the changing needs of users.
- *Other related activities, including*:
 - responding to public enquiries, sending out MSC information and resources
 - contributing to the MSC's multi-media library
 - monitoring and evaluating the effectiveness of Polish communications activities
 - preparing regular reports on Polish communications statistics and market research findings.

Other deliverables may be agreed by the MSC and the Consultant throughout the duration of the contract.

Skills, knowledge and abilities

The Consultant will have the following qualifications and experience:

Technical

- University degree or equivalent experience; desirable: relevant qualification in public relations, marketing or journalism
- Experience of undertaking similar work preferably including managing and/or operating promotions and marketing campaigns with multiple partners or similar
- Experience of working with media, and developing digital, print and other communication channels; thorough digital understanding across all channels
- Excellent communication skills and ability to communicate complex issues in a clear manner to a variety of audiences across diverse channels (online, TV, print, radio)
- Strong track record of on-time, on-budget and to-specification delivery of projects - ability to deliver multiple simultaneous projects
- Demonstrated excellence in spoken and written communication in Polish and English essential, including delivering effective presentations to diverse audiences
- Experience of writing, editing and proofreading articles and publications for internal and external audiences.
- Desirable: Experience of maintaining and/or developing a web site, including commissioning external suppliers.
- Desirable: Experience of preparing publications for print, including writing a brief, commissioning design, artwork and print, liaising with suppliers.

- Good computer literacy, including proficiency in MS SharePoint, Word, Outlook, PowerPoint, Excel Good knowledge of CMS, Photoshop and Hootsuite desirable.
- Experience of using various social media platform.

Personal characteristics

- Evidence of ability to successfully manage relationships with colleagues, stakeholders, suppliers and collaborators, with a people-centred and consultative approach to business and work essential; proven ability to communicate and engage with a diverse range of people.
- Highly organised. Paying attention to detail, while remaining aware of the overall mission and vision of the organisation and the contribution of this consultancy to it
- The ability to be self-managing and self-supporting
- Sound judgment and initiative to accomplish assigned tasks.
- A good understanding of sustainable development and related communications issues.
- Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC programme.
- Empathy and interest in the MSC's mission and objectives.
- Ability to travel and to provide services at irregular hours when necessary.

Contract Details

The initial consultancy contract is for a period to the end of March 2018 with the prospect of continuation on annual contract after that, if deliverables are achieved to a high standard. Implementation of the consultancy shall be overseen by MSC Poland Coordinator, Anna Dębicka.

Upon being appointed, 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.

An MSC office is at present not set up in Poland, so the consultant is expected to work from private location and use his/her private laptop, mobile. The costs for mobile use and internet use can be compensated upon delivery of receipts.

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

Application

Please submit the following documents in English by email no later than 1700 GMT on **18th September, 2017** to Anna Dębicka, anna.debicka@msc.org:

1. Full CV and cover letter outlining how you meet the required skills and experience.
2. A summary of recent, relevant projects.
3. Names, phone numbers, and email addresses of two individuals for whom you have recently worked and who we may contact as referees.

Interviews will be held in the week of **25th September, 2017** in Warsaw, Poland. Completion of a written task may be required prior to interview, to assess technical and language skills.