



## Senior Communications and Marketing Manager, DACH – Job Description

<b>Location:</b>	Berlin, Germany
<b>Reports to:</b>	<b>Program Director, DACH</b>
<b>Responsible for:</b>	This position supervises a team of four.
<b>Salary and benefits:</b>	Competitive salary, dependent upon experience plus benefits.
<b>Working hours:</b>	Thirty-eight hours per week, Monday to Friday. 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 and weekend and out of hours work may be required on occasion. The post holder may be required to undertake some travel within the region and international travel. No overtime is payable, however, under certain circumstances time off in lieu is possible.
<b>Contract:</b>	Permanent contract with a notice period of three months in writing on either side. Probationary period of six months.
<b>Holiday:</b>	25 days per annum, plus government holidays based on the country in which the position is located. Carry over entitlement of up to a maximum of five days per annum.
<b>Equal opportunities:</b>	The MSC strives to be an equal opportunities employer and commitment to this process is expected.
<b>Date Written:</b>	June 2018

Full details of Conditions of Employment are set out in the MSC Employment Contract, the main features of which are standard to all staff.

## **A. JOB SUMMARY**

### **MSC Background**

The Marine Stewardship Council (MSC) is a global not for profit organization, established in 1997 to address the problem of unsustainable fishing and to ensure healthy oceans for the future.

Working with scientists and marine experts we have developed the world's most credible standard for sustainable wild-caught seafood. Only well-managed fisheries that ensure the long-term sustainability of fish stocks and keep ecosystems healthy can meet this standard. Through our world-leading certification and eco-labelling program - and collaboration with a diverse set of audiences including consumers, retailers, environmental NGOs and the fishing industry - we are helping to create a more sustainable seafood market.

Having experienced considerable growth over the last 15 years, our blue ecolabel is now one of the most well recognized and trusted ecolabels in use in over five continents. More than 7,000 MSC ecolabeled products are currently sold across Germany, Austria and Switzerland.

Successful communications and marketing is at the heart of our programme, vital to driving awareness of seafood sustainability and support for the MSC. The incumbent is responsible for developing and implementing an integrated marketing and communications strategy to reinforce the organisation's leading position in seafood sustainability, and engaging partners and influencers in support of our mission.

### **Background on the Role**

We are seeking an experienced and dynamic leader to drive MSC's marketing and communications in the DACH region, promoting and enhancing the organization's profile, and consumer and partner engagement.

Reporting to the DACH Program Director, and working closely with the Global Communications and Marketing team in London, you will work with media and agencies, seafood and commercial partners with the aim of devising and coordinating strategies and programs that help raise awareness and understanding of the MSC and grow participation in, and support for, the MSC in the DACH region. You are expected to establish excellent working relationships internally across all regions and departments, and build and maintain successful external relationships with the seafood industry, NGOs, media and other stakeholders.

You will have a track record of success in PR and consumer marketing. The post-holder will serve as a spokesperson (including as a media spokesperson) for the organization as appropriate, and support the DACH Program Director and other colleagues in their roles as spokespeople. You will lead and support media and PR strategies, ensuring that the MSC has the proper tools to harness the power of digital channels.

While proactive positive messaging is the goal, the post-holder will also oversee crisis communications and ensure the MSC is timely and effective in response to issues that pose risk to its reputation. You will ensure MSC's capacity to respond to communications challenges and opportunities, while exercising judgement to ensure priority is given to the most important issues.

To be successful in the role, you will have experience in developing and delivering high-quality, innovative communications and marketing across multiple channels. The post holder will oversee the development of marketing campaigns, including agency engagement, building partnerships and brand management. The post holder is also responsible for reviewing marketing collateral and establishing and implementing effective planning. Alongside the strategic elements of the role, you will undertake hands-on operational activities day-to-day and will therefore need relevant technical skills and abilities.

The job holder will be an integral part of the MSC DACH team, and will participate in the collective management and strategic development and actions of the organization in the region.

## **B. RESPONSIBILITIES OF THE ROLE**

Reporting to the DACH Program Director, the key responsibilities include:

- Lead the development and implementation of MSC DACH's communications and marketing strategy and action plan – in close collaboration with the MSC DACH team and Global Communications and Marketing team – that serves to build and reinforce the organization's credibility, profile and value proposition.
- Line manage the MSC DACH Communications and Marketing team.
- Build engagement with and support for the organization amongst relevant stakeholders, navigating a highly complex stakeholder environment.
- Lead measurable multi-channel, multi-partner promotional and marketing campaigns, working closely with MSC DACH commercial team, global marketing colleagues and industry counterparts.
- Maximize direct and leveraged marketing opportunities, working closely with MSC DACH commercial team, global marketing colleagues and industry counterparts.
- Provide advice and counsel to the DACH Program Director and DACH team on all PR, communications and marketing opportunities and activities.
- In close coordination with 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 DACH 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.
- Use relevant market research to inform existing and future marketing initiatives, analyse marketing campaign results against overall objectives and KPIs and report on campaign performance and effectiveness.
- 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 DACH 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 DACH region.
- Oversee the sign-off for communications and marketing collateral, ensuring they adhere to the MSC's brand guidelines and undertake quality control.
- Assume responsibility for negotiating, agreeing and signing contracts on MSC's behalf with external consultants and service providers on communications related projects as required and within delegated authority limits.
- 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 DACH Program Director.

## **D. PERSON SPECIFICATION**

### **Technical Skills and Experience**

- Advanced degree or equivalent experience, preferably in a business, marketing, or communications discipline.
- 10+ years of experience in a similar role, preferably with responsibility for managing and/or operating promotions and marketing campaigns with multiple partners or similar.
- Experience in building, mentoring, and coaching a team of marketing and/or communications specialists.
- Extensive knowledge and practical experience of brand, marketing, creative and communications industries, with existing contacts and networks highly desirable.
- Extensive experience in developing and delivering innovative and integrated communications across the full range of communications channels, including all forms of electronic media.
- Extensive experience in engaging and building relationships with external media bodies, both proactively and reactively, including media crisis management.
- Track record of forging and maintaining high level and 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
- Desirable: Relevant professional qualification in public relations or marketing
- Desirable: experience working with designers and commissioning multimedia (e.g. video / photography)

### **Communication Skills**

- Excellent communication skills and ability to communicate complex issues in a clear manner to a wide variety of audiences across diverse channels (online, TV, print, radio).
- Demonstrated excellence in spoken and written communication in German and English essential, including delivering effective presentations to diverse audiences
- Experience of planning and delivering training for/to colleagues
- Experience of delivering communications focussed on environmental and sustainability issues an advantage. Knowledge of third party certification schemes and the role of eco-labelling an advantage.

### **Personal Attributes**

- Strategic thinker and planner, able to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures.
- Demonstrated leadership and influencing skills and an ability to work as part of a team to deliver complex projects
- Strong focus on delivery of excellent customer services (including expectation management); a people-centred and consultative approach to business and work essential Influencing, negotiating and problem solving skills
- Stature and confidence to gain the credibility and respect of MSC staff and external partners
- Excellent judgement and creative abilities, including influencing, negotiating and problem solving skills

- 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.
- Attention to detail, diplomacy and discretion
- Empathy and interest in the MSC’s mission and objectives
- Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC, its staff and its work.
- Ability to travel, work effectively while traveling, and work irregular hours when necessary.

**E. JOB DESCRIPTION AGREEMENT**

Corporate Services Director’s Signature:  .....	Date:  .....
Job Holder’s Signature:  .....	Date:  .....

