



**Job Description**

<b>Post: Senior PR Manager</b>	<b>Department/Region: Global Communications</b>	<b>Location: London, UK</b>
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**Purpose of post:**

As part of the MSC’s global communications team, the Senior Public Relations (PR) Manager works with the Head of PR and PR Manager in the design and delivery of communications aimed at building profile and support for the MSC and its mission.

The post holder is experienced in delivering positive media coverage and PR activities which help to build recognition and credibility for the organisation. They have the knowledge and skills needed to inspire, build and maintain excellent working relationships which result in compelling and impactful communications. They are responsible for proactive and reactive PR efforts, including the development and execution of PR campaigns, writing and commissioning editorial, coordinating announcements and responding to international media enquiries.

The Senior PR Manager will coordinate organisation-wide responses to risks to the MSC’s reputation. This includes preparing and maintaining reactive briefings and positioning statements. They will also support the MSC’s regional communications teams in delivering national-level PR activities, ensuring that they have the skills, tools and guidance required to deliver consistent and effective PR for the MSC.

Line Relationships	Key Work Relationships	Authority Limits
<p><b>Responsible to:</b></p> <p>Head of PR</p> <p><b>Responsible for:</b></p> <p>PR Manager</p>	<p><b>Internal:</b></p> <ul style="list-style-type: none"> <li>• Chief Communications Director</li> <li>• Senior Marketing Manager</li> <li>• Senior Social Media Manager</li> <li>• Regional PR / Communications Managers</li> <li>• Science Communications team</li> <li>• Science &amp; Standards team</li> <li>• Regional Outreach teams</li> </ul> <p><b>External:</b></p> <ul style="list-style-type: none"> <li>• International seafood trade media</li> <li>• International media</li> <li>• Media monitoring service providers (Kantar)</li> </ul>	<ul style="list-style-type: none"> <li>• Level 5 post</li> <li>• Financial delegations in accordance with Financial Handbook</li> </ul>

		<ul style="list-style-type: none"> <li>• External agencies and consultants</li> <li>• PR and communications staff at the MSC's partner and stakeholder organisation, including NGOs, ISEAL members, brands and retailers</li> </ul>			
<b>Contractual Terms (UK)</b>		<b>Benefits (UK)</b>			
<b>Contract type:</b>	Permanent	<b>Annual leave:</b>	25 days		
<b>Probation:</b>	6 months	<b>Pension:</b>	After 3 months, Tier 1 (3% contribution from employer & 5% employee). On successful completion of probation, Tier 2 (9% employer & 6% employee); choice of salary sacrifice		
<b>Notice:</b>	3 months	<b>Other benefits:</b>	4x death in service insurance		
<b>Working hours:</b>	35 per week	<b>Working time</b>	Monday – Friday; 09:00 – 17:00		
<p>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.</p>					

## Key Responsibilities

### STRATEGY AND PLANNING

- Work with the Head of PR and PR Manager to design and deliver global PR strategies and campaigns for activities including events, briefings and announcements
- Work with subject matter experts to develop PR and communications plans which support the success of the MSC's priority projects
- Ensure global PR opportunities are captured in the MSC's global communications calendar

### TELLING THE MSC'S STORY

- Identify and respond to opportunities to showcase the MSC's work, positioning the MSC as a leader in ocean sustainability
- Establish positive working relationships with the MSC's partners (including fisheries, retailers and brands), industry counterparts (e.g. the Aquaculture Stewardship Council, Fairtrade and other ISEAL members) and other stakeholders (such as WWF) to foster opportunities for proactive communications and joint-promotion
- Support Head of PR in developing and delivering an executive PR programme to raise the visibility and credibility of the MSC's management team
- Generate news releases, backgrounders, factsheets, editorial and other written materials for a range of channels including print, broadcast, web and social media
- Develop stories, case studies, photo commissions and other creative approaches to bring to life the MSC's work
- Manage agencies and contractors delivering work for the MSC, including copywriters, designers, photographers and PR consultants
- Support the development of the MSC's Annual Report and other flagship publications

### REPUTATION MANAGEMENT

- Identify and alert senior staff to potential risks to the MSC's reputation
- Oversee the maintenance of messaging guidance and responses to frequently asked questions
- Develop communications materials which ensure effective communications of complex announcements, taking all stakeholders into consideration
- Liaise with Internal Communications and Engagement Manager in briefing all staff about key PR/media issues

### MEDIA RELATIONS

- Lead on media relations with international media
- Manage day-to-day international media enquiries and support regional staff to answer critical questions from national media and stakeholders
- Deliver daily media monitoring for the Head of PR and flag relevant issues and opportunities to the Global Communications and Marketing Director as required

### TRAINING AND GUIDANCE

- Provide guidance and support for PR and communications undertaken by the MSC's country offices, and deliver training as required
- Assist regional staff in establishing positive working relationships with online, print and broadcast journalists, editorial writers and columnists

### TOOLS AND SYSTEMS

- Deliver day-to-day management of the MSC's international media monitoring and evaluation contact, managing the MSC's relationship with our supplier, Kantar Media and supporting regional teams in using the service

## LINE MANAGEMENT

- Line manage the PR Manager, completing quarterly review meetings and setting objectives.

### 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 in journalism or public relations
- Experience identifying and delivering opportunities to generate positive media coverage
- Experience of working with and developing content for a range of channels, including web, social media, print and broadcast media
- Excellent writing skills, able to write content for a range of audiences, translating complex and technical language into easy-to-understand briefings and responses
- 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 politicised stakeholder environments
- Experience mentoring and coaching a team of communications specialists
- Well-developed IT skills, including confident use of MS Office products (SharePoint, Word, Excel, Outlook and PowerPoint)

#### Desirable:

- Relevant qualification in public relations or journalism
- Experience working with designers and commissioning multimedia (e.g. video / photography)
- Experience working with media monitoring agencies e.g. Kantar, Meltwater, Gorkana
- Knowledge of third-party certification schemes and the role of eco-labelling an advantage

<b>Stakeholder Oriented</b>	<ul style="list-style-type: none"> <li>• Evidence of an ability to successfully manage relationships with stakeholders, collaborators and colleagues, preferably in an international context and with a people-centred approach to work and business</li> <li>• An understanding of the issues that may be of importance to different stakeholders in the MSC program, especially eNGO's and industry stakeholders</li> <li>• Ability to lead teams to deliver training programs.</li> </ul>
<b>Organisational and Management</b>	<ul style="list-style-type: none"> <li>• Excellent project/program management, work planning, personal organisation and time management skills</li> <li>• Ability to exercise sound judgement and demonstrate initiative to accomplish assigned tasks</li> <li>• Preference for paying attention to detail, while remaining aware of the overall mission and vision of the organisation and your contribution to it</li> <li>• Track record of on-time, on-budget, and to-specification delivery of projects – ability to manage multiple simultaneous projects whilst making use of internal and external resources</li> <li>• Versatility to combine self-management and self-support when working alone with productive team membership.</li> </ul>
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Demonstrated excellence in spoken and written communication skills that can be tailored to suit a diverse range of audiences, including senior people in business and government</li> <li>• Able to communicate complex issues in a clear manner to a wide variety of audiences across diverse channels</li> <li>• Ability to deliver effective presentations to diverse audiences along with prior experience of planning and delivering training for / to colleagues.</li> <li>• Experience of delivering communications focussed on environmental and sustainability issues would be an advantage, as would fluency in a second relevant language</li> <li>•</li> </ul>
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Strategic thinker and planner, able to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures</li> <li>• Confidence and ability to gain credibility with, and the respect of, staff at all levels of the MSC, and to build effective relationships with colleagues, stakeholders, suppliers and collaborators</li> <li>• Ability to combine self-management when working alone with productive team membership</li> <li>• Ability to make technical and science-based materials understandable and accessible</li> <li>• Influencing, negotiating and problem-solving skills; able to remain composed in high-pressure situations</li> <li>• Articulate, creative, passionate, flexible and tenacious: ability to get results and to be persistent and enthusiastic in achieving these</li> <li>• Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, where appropriate, in pursuit of the MSC's mission and vision</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 program.</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>

## Job Description Agreement

Chief Operating Officer's Signature:	Date:
Job Holder's Signature:	Date: