



IPNLF Role Description:

Role Title	Communications Manager
Team	Senior Leadership
Location	Flexible, in the following locations where IPNLF have country offices (London, UK; Stellenbosch, South Africa and Amsterdam, Netherlands)
Salary	Competitive and based on experience
Working Hours	Full time, flexible working offered.
Contract term	Fixed-term 12-month contract, with intent to extend (subject to performance and funding)
Reporting to	Managing Director
Purpose of job	Leading the IPNLF communications team in the development and implementation of IPNLF's Communication Strategy in order to effectively demonstrate the value of one-by-one tuna fisheries to a global audience, consisting of a wide range of different stakeholders.
Responsible for	Communication officers, advisors, intern(s) and relationships with external service providers.

To apply or enquire about this role please contact elsabe.crockart@ipnlf.org with a succinct CV and cover letter, by 26 June 2019.

Context

The International Pole & Line Foundation (IPNLF) works to develop, support and promote socially and environmentally responsible pole-and-line, handline and troll (collectively one-by-one) tuna fisheries around the world. IPNLF's ambition is to contribute to thriving coastal fisheries, including the people, communities, businesses and seas connected with them. As a hub for sustainably-minded organisations, we use the influence of the market to forge change through practical fishery projects and stakeholder cooperation. IPNLF membership is open to organisations involved in the one-by-one caught tuna supply chain. Allied with our Members, IPNLF demonstrates the value of one-by-one caught tuna to consumers, policymakers and throughout the supply chain. We work across science, policy and the seafood sector, using an evidence-based, solutions-focused approach with guidance from our Scientific & Technical Advisory Committee, Market Advisory Group and Board of Trustees.

Communication sits at the heart of all of IPNLF's activities. By promoting the benefits of one-by-one tuna fisheries to key stakeholders, IPNLF aims to increase the global support for responsible, small-scale fishing practices, in line with the UN Sustainable Development Goals (SDGs). Target audiences for our communications include consumers, fishers, supply chain actors, our member network, policy makers, governments and charitable foundations.

Overall Purpose

This Communications Manager will work, with direction from the Managing Director, to coordinate the Communications Team (Communications Advisor and Communications Intern) with input from across the IPNLF team, to demonstrate (i.e. prove & promote) the benefits of both IPNLF and one-by-one fisheries more widely and engage with IPNLF's network of Members and prospective Members.

Responsibilities and Activities, include:

1. *Strategy and Organisational Identity*

- Responsible for the development and implementation of IPNLF's communication and marketing strategy.
- Contribute to the development of IPNLF's organisational strategy.
- Manage IPNLF's brand and ensure that it is applied consistently across all communications outputs.
- Represent IPNLF at relevant fora, acting as an ambassador for our mission and work - and as a public spokesperson, where necessary.

2. *Internal Communications*

- Oversee the organisation, management and development of IPNLF's contact management systems, e.g. Insightly, HubSpot.
- Oversee the organisation, management and development of IPNLF's digital media library (videos and photographs).
- Support in HR processes and the onboarding procedure of new IPNLF staff members (signatures).

3. *External Communications*

- Working with the communications team and external agencies, overseeing the effective management, monitoring and development of IPNLF's digital communication channels in order to reach and engage target audience groups in line with the strategy; including but not limited to website, social media channels and newsletters.
- Working with the communications team and external agencies, overseeing the development and design of IPNLF print communication and marketing materials; including but not limited to the Annual Report, technical and social reports, brochures and leaflets.
- Partner with multimedia, designers and writers to develop creative assets that can be leveraged to raise awareness of IPNLF's work with a wide range of stakeholders.

- Coordinate the logistics for and marketing of IPNLF’s physical and digital events including international conferences, trade shows, networking opportunities and regular Member webinars.
- Developing and strengthening relationships with mainstream and trade press outlets to increase coverage of IPNLF, its Members and projects.

4. Membership Engagement/Collaborative Communications

- Providing strategic communications ideas and IPNLF project information to IPNLF’s network members.
- Identifying and enabling communications projects and leverage points, both within IPNLF’s entire member network and with individual partner members.
- Using the influence of IPNLF's member network to strengthen the organisation’s brand, media, and communications activities;
- Coordinating and convening quarterly IPNLF webinar sessions.
- Coordinating weekly/bimonthly Member bulletins.
- Fostering collaborative external relationships (e.g. with partner NGOs) that can optimise efficiency and impact on IPNLF’s communications work.

Required skills/expertise/qualities

Criteria	Essential	Desirable
Qualifications	A university degree, in a relevant subject.	Post-graduate degree or qualification.
Knowledge/ Experience	<p>Understanding of, and a commitment to, the mission of IPNLF.</p> <p>Over three years’ experience working in a communications role in a mission driven organisation.</p> <p>Proven experience in developing and implementing communication strategies with evidence of measurable impact.</p> <p>Proven experience in writing and editorial in a range of styles for varied audiences (including, but not exclusive to: reports; research papers; website content; blogs and social media posts; newsletters).</p> <p>Good understanding of house style, corporate identity and branding issues.</p> <p>Experience in coordinating and delivering communication and engagement activities (i.e. events, talks, conferences, cross-sectoral meetings) with a number of partner organisations involved.</p>	<p>A strong understanding of fisheries sustainability issues and market-orientated solutions; considering environmental, social and economic elements.</p> <p>A strong understanding of the Sustainable Development Goals and sustainability initiatives aimed at ethical consumption.</p> <p>Understanding of disruptive communication strategies and channels to reach ‘Generation Z’ consumers.</p> <p>A good understanding of strategies to engage</p>

	<p>Experience with website content management systems, e.g. Wix; Perch; WordPress.</p> <p>Experience using automated marketing platforms to engage with key audience groups, e.g. MailChimp.</p> <p>Experience using contact management systems (CMS), e.g. HubSpot; Insightly.</p> <p>Experience in managing staff.</p>	<p>directly with consumers in a cost-effective way.</p> <p>Knowledge of fisheries in developing countries.</p>
Skills	<p>Outstanding written and verbal communication skills – fluency in English to communicate a complex message clearly and creatively.</p> <p>Excellent computer literacy and willingness to use new IT tools.</p> <p>Decisiveness and strong problem-solving skills, in high-intensity environments.</p> <p>Strong relationship management skills.</p>	<p>Additional language skills.</p> <p>Experience communicating with a wide range of stakeholders, including fishers; consumers, scientists; corporate world; NGOs and government partners.</p>
Personal qualities	<p>Ability to work independently, self-motivated and also an amicable team-player.</p> <p>A commitment to continuous improvement at organisational and self-development level.</p> <p>Critical thinking, highly creative and solutions-oriented.</p> <p>An appreciation of - and sensitivity to - different cultures and norms.</p> <p>A positive attitude and superior interpersonal skills.</p> <p>Ability to engage and motivate others and generate a working culture among partners which supports creativity, positivity and innovation.</p>	

Special Notes

- This role will require some domestic or international travel.
- Job descriptions will be reviewed at least once a year as part of HR processes.