

Job description

Position:	Head of External Affairs	Supervisor:	Managing Director
Location:	Bristol	Salary:	Competitive package
Contract:	Full-time, permanent	Reports:	Copy writer Designer Social media assistant

Common Seas is a not-for-profit enterprise that researches, designs and implements practical project-based solutions to our global plastic pollution crisis. Our mission is to quickly and significantly reduce the amount of plastic waste produced and stop it polluting rivers and seas.

We are a cross-disciplinary team who is looking for an outstanding Head of External Affairs. This is a crucial, hands-on role, and you will be responsible for developing and executing a comprehensive communication strategy. We want you to make sure our mission is in the hearts and minds of our audience and supporters. By raising our profile and connecting with our stakeholders, you will be helping charter a course to healthy oceans.

About Common Seas

We believe in healthy seas for everyone. Driven by a deep love of the ocean, we're working hard to bring about the big changes we need to protect the greatest life support system on Earth.

We're a smart, dynamic, pragmatic, professional and supportive team. Our small (but quickly growing) international crew brings together a wide range of skills and expertise, together with an adventurous spirit and a hands-on-can-do attitude. We're proud to be part of an incredible network of thinkers and doers, and we're looking for someone who shares the same kind of energy, passion and dedication.

We love people who take the initiative and learn by doing. Who punch above their weight and make things happen. We hire for the long-term and will give you as much responsibility as you can handle.

Our projects

With roots in ocean exploration, design and policy, we have a track record of smart solutions to real problems, from equipping fishing vessels with clean tech to inspiring global businesses to commit to ambitious plastic pollution targets.

We have a portfolio of four projects tackling the plastic pollution problem – from source to sea:

Clean Blue Alliance: With a vision of a global network of plastic waste-free islands, this project involves working with governments, councils, businesses and local changemakers to identify and accelerate policy and business solutions. The project currently operates in Greece, Maldives and Indonesia. The role will present opportunities to invest in systems to reduce or substitute plastic, enable a plastics circular economy, and optimise waste management.

Plastic Drawdown: Our policy analysis modelling framework, is the most comprehensive approach for governments to understand plastic waste flows and optimise policies to tackle ocean pollution. It includes a wedges methodology to support decision-makers to rapidly identify key plastic flows and make effective policy interventions to reduce or 'drawdown' the flow of ocean plastic pollution. It is currently being used to advise the Greek, UK and Maldives Governments and is central to our current work in rolling out plastic mitigation investments across a dozen Commonwealth countries.

Healthy Me, Healthy Sea: A research project to build evidence and awareness on the impacts of plastics on human health. We want to change the way plastics are perceived and therefore accelerate the transition to a plastic's circular economy.

Ocean Plastics Academy: Inspiring the next generation to appreciate and stand up for ocean health using a growing collection of curriculum-aligned ocean plastics resources.

We are seeking someone who: Can appreciate the impact Common Seas is making, and the potential we have to make more – and can see where their skills, network and goals align with our mission.

In practical terms, that means we want our Head of External Affairs to develop and implement an exciting and innovative communications plan – one that coordinates outreach and advocacy to promote the awareness and use of our tools and expertise to current and emerging clients. We want you to make sure the Common Seas brand is recognised and respected as a leading actor in the world of ocean conservation and in those emerging markets that promote ocean sustainability and innovation for a circular economy.

Head of External Affairs will work closely with the whole Common Seas team, as well as our key partners. Because we take such a holistic approach to solving the crisis of plastic pollution, our audiences are equally diverse. So, we're looking for someone who is as comfortable talking to shop owners as they are to senior government figures.

Main responsibilities

Communications

- Design and implement a comprehensive communications strategy to increase awareness and appreciation of Common Seas among senior government figures, thought-leaders and opinion formers, designers and innovators, scientists, funders, social-enterprise and business leaders.
- Work with colleagues to develop and manage a timeline for the effective release of communication materials and timely responses to media enquiries.
- Design, coordinate and implement appropriate and engaging social media content (Instagram, Twitter, Facebook, YouTube, LinkedIn, Wikipedia).
- Manage the Common Seas website, curating and producing monthly content.
- Write and edit communications materials independently or in collaboration with the Common Seas' team, such as blogs, press releases, op-eds, and letters to the editor.
- Produce an email newsletter and develop a readership.
- Produce campaign materials such as flyers, brochures and workshop materials.
- Work with our designer to develop campaign branding and various design briefs.
- Help keep the Common Seas team up to date with relevant news articles and media.

Media relations

- Generate positive media coverage of our mission, project work and partnerships.
- Actively monitor, track and circulate relevant media coverage using Meltwater, Salesforce, Pardot and Google Analytics.
- Manage events to maximise Common Seas' engagement at international events.

Coordination

- Coordinate communications activities with our colleagues and partners globally, such as universities, governments, island councils and tourist resorts.
- Maintain regular reporting systems to keep the Common Seas team and funders updated on project developments, communication and outreach successes.

Other

- Develop and maintain an informed awareness of relevant topics to effectively carry out the job.
- Other duties as assigned.

Job Requirements

- Eight years of proven work experience across a broad range of traditional and digital communications and/or marketing outreach disciplines.
- Experience drafting impactful communications content, including press releases, fact sheets, speeches and op-eds.
- Strong storytelling ability, including design and use of visuals like images, graphics, and video to reach and engage target audiences.
- Ability to work professionally and collegially within a creative and agile team that demands accuracy and dedication.
- Ability to work independently with limited supervision. Able to routinely cope with multiple competing priorities and varying workload.
- Experience with website management.
- Experience with CRM systems (Pardot, Salesforce) highly desirable, as is an understanding of Google Analytics.
- BS or BA required.
- Excellent English, written and spoken.
- Foreign language skills not essential but desirable.
- Ideally, you will have a track record and strong network in social enterprise, innovation, Ocean conservation and/or circular economy.

Working environment

Based out of our head office in Bristol, with travel to London, Athens. Must be comfortable working remotely and under limited direction. Salary commensurate with experience.

How to apply

Please apply via the Ellwood Atfield website, or contact James Green at james@ellwoodatfield.com.