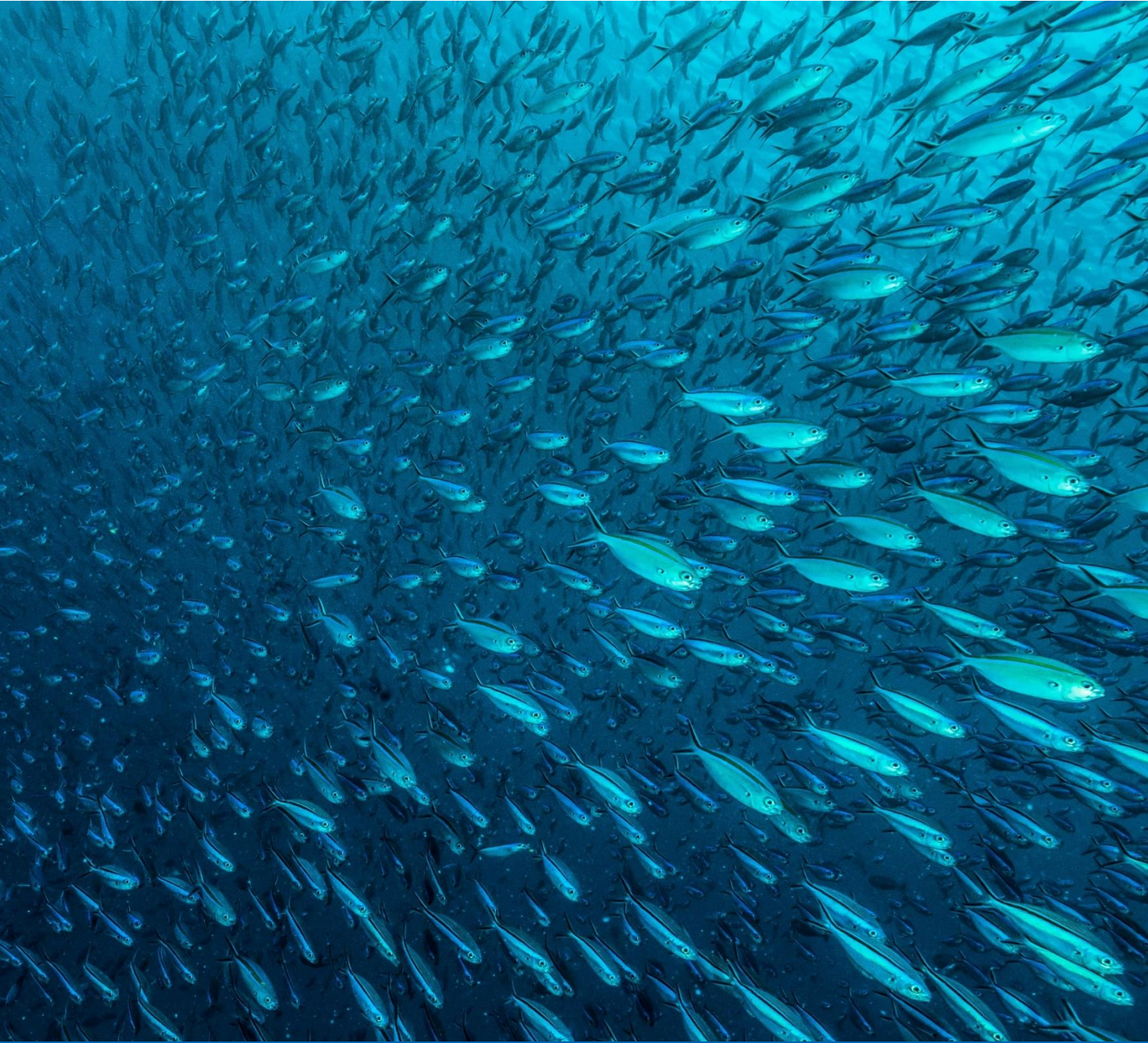




Marine
Stewardship
Council

Head of PR and Corporate Communications



020 7340 6480 ellwoodatfield.com

26th Floor, Millbank Tower, London, SW1P 4QP



The communications, policy and
advocacy headhunter

Headlines

Title: Head of PR and Corporate Communications

Salary: £Competitive

Location: London, hybrid working

Reports to: Chief Communications Officer

Reports: Senior Corporate Communications Manager, Senior PR Manager, and Senior PR and Content Manager

Key Working Internal: Executive Committee, global marketing & communications

Relationships: colleagues, regional marketing and communications teams, and senior management. External: external agencies and consultants, media, partner organisations

Purpose: To ensure the efficient delivery of global PR and corporate communications, growing a positive PR profile for MSC, manage reputational risk and lead on major events and global publications.

Working Pattern: Monday – Friday 09:00 – 17:00

Links: [Sustainable Fishing | MSC | Marine Stewardship Council](#)



About The Marine Stewardship Council

The Marine Stewardship Council is an international non-profit organisation. We recognise and reward efforts to protect oceans and safeguard seafood supplies for the future.

For over 25 years, we have been working with fisheries, seafood companies and scientists to help protect the oceans around us and safeguard seafood supplies.

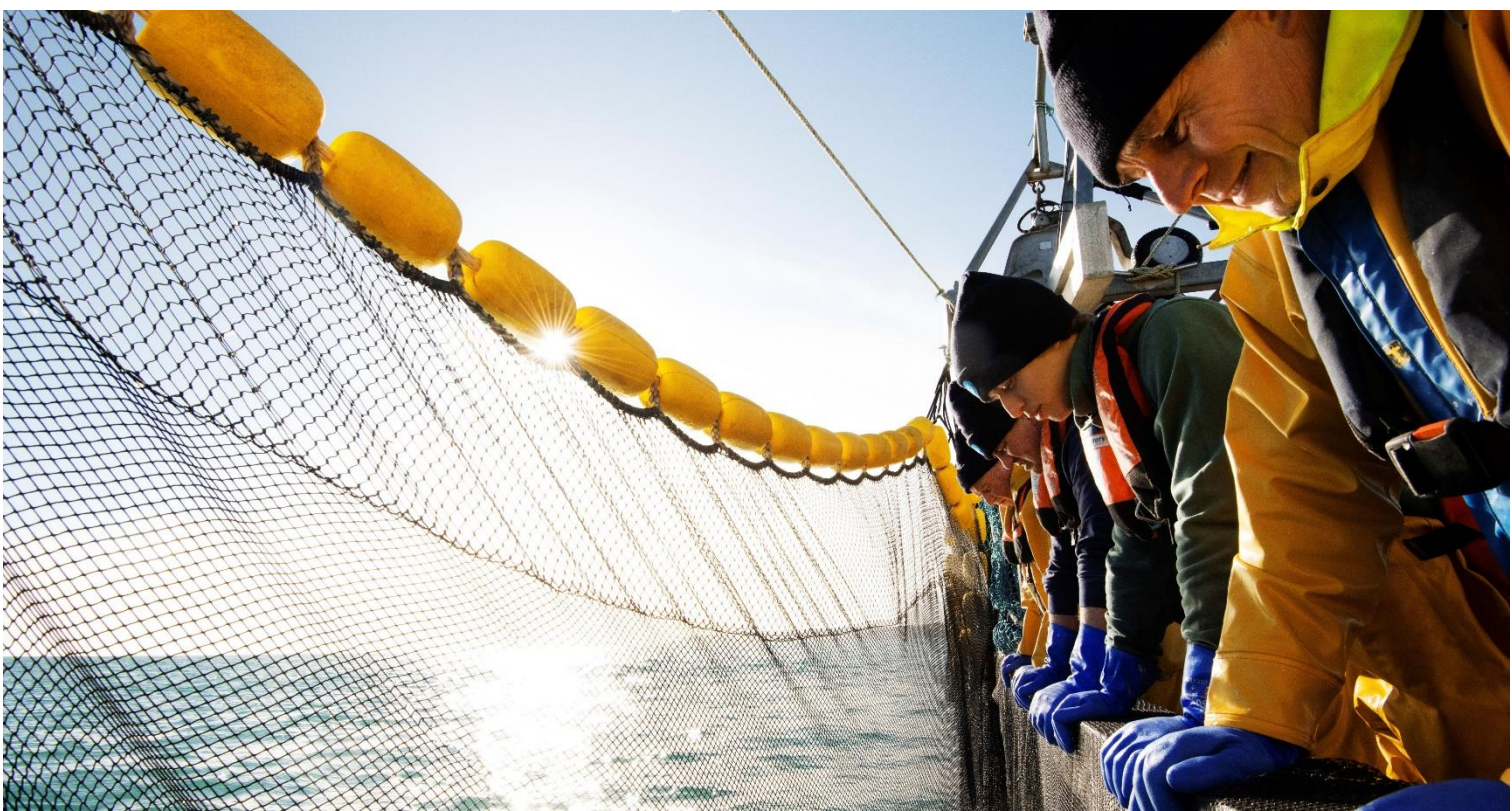
Sustainably managing our natural resources will mean that our oceans remain productive, resilient and adaptable to environmental changes.

Our vision and mission

We want future generations to be able to enjoy seafood and oceans full of life, forever.

Our vision is of the world's oceans teeming with life, and seafood supplies safeguarded for this and future generations.

Our mission is to use our [ecolabel](#) and [fishery certification programme](#) to contribute to the health of the world's oceans by recognising and rewarding sustainable fishing practices, influencing the choices people make when buying seafood and working with our partners to transform the seafood market to a sustainable basis.



Why work for us?

To deliver our vision of oceans teeming with life and seafood supplies safeguarded for future generations, we employ a diverse group of people across 23 offices around the world.

There's one thing that everyone at the MSC has in common: an enthusiasm for keeping our oceans wild and teeming with life. Our passion can be seen in everything we do – from the care taken in setting our standards to our communications and marketing to our support functions working behind the scenes.

Culture and Values

As a non-profit organisation we offer our staff the opportunity to work in an area they're passionate about, alongside equally passionate colleagues from across the globe.

We want our people to grow with our organisation, so we also offer opportunities for training and development, and we reward our staff through our country-specific benefits, including the possibility of flexible working.



Role responsibilities

Core Accountabilities

- Lead MSC's proactive PR agenda, supporting the delivery of high-impact PR in the trade, national and international media.
- Lead on the delivery of high-quality corporate communications materials, including the Annual Report, key presentations and briefings.
- Lead on the delivery of key events, including the annual stakeholder event at the Seafood Expo Global in Barcelona and MSC's participation at key UN ocean related events.
- Coordinate and support communications teams in Asia-Pacific, Americas and Europe to deliver excellent media coverage on issues important to MSC.
- Nurture contacts with key journalists and other stakeholders.
- Lead on the writing and editing of high-quality global news releases, op eds and other editorial copy.
- Lead on issues management, defining lines and responses, co-ordinating across the MSC's global network.
- Ensure effective processes and procedures are in the place to respond to rapidly emerging reputational issues.
- Support the MSC's senior leadership with speaker and media opportunities.
- Work in close co-operation with MSC's Science and Standards department, Commercial teams and teams in AsiaPacific, Americas and Europe.



Role responsibilities

- Lead, coach and mentor a high performing PR and Corporate Communications team.
- Work collegiately with senior managers to deliver on integrated campaigns and activities.
- Evaluate and report on PR and corporate comms outcomes to inform Global Communications & Marketing Strategy.
- Manage allocated budgets in accordance with the MSC's Finance Handbook.
- When required, deliver training and guidance in PR and communications.
- Undertake any other duties as delegated by the Chief Communications Officer or the Executive Committee.

Note No job description can be entirely comprehensive, and the postholder will be expected to carry out other duties from time to time that 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.



Skills, experience, knowledge

Technical Skills, Qualifications & Experience

- Educated to degree level or with equivalent experience, preferably gained in an international environment.
- Significant proven experience of generating original news lines and delivering high impact media coverage.
- First-class writing and editing skills, including press releases, web copy and op eds.
- Considerable experience of reputation and issues management in an international setting.
- A strong external network of media and stakeholders in relevant fields.
- Experience of leading key multi-channel campaigns, events and webinars.
- Experience of briefing senior executives, for media relations or speeches to demonstrate thought leadership and supporting on delivery of presentations.
- Experience of managing publications processes, with experience of writing policy briefs desirable.
- Understanding of best practise in PR, web and social analytics.
- Well-developed IT skills, including the use of standard MS software packages particularly PowerPoint.

Key Skills

- Strong ability to manage relationships with colleagues and stakeholders across different cultures and disciplines.



Skills, experience, knowledge

- Significant experience of building, mentoring and coaching team members, including those who work remotely.
- Strong organisational skills, ability to juggle multiple deadlines and tasks.
- Excellent project management skills, working within a matrix management approach.
- Sound judgment and ability to make decisions in a rapidly changing environment.
- Excellent attention to detail.
- Experience of financial management, including monitoring expenditure
- Excellent written and spoken English.
- Ability to explain key editorial decisions clearly to colleagues across the world.
- Ability to talk persuasively about MSC's work to journalists and other external audiences.

Personal Attributes

- High degree of personal credibility and confidence to gain respect of MSC colleagues and external partners.
- Strong intellectual ability to understand complex, scientific information, and translate it into compelling communications.
- A strong interest in ocean issues, particularly major global policy issues.
- Avid consumer of news, trends and information relating to this field of work.
- Versatility to combine self-management and self-support when working alone with productive team membership and leadership.
- A team player able to work well with other staff and contribute to MSC's wider mission.
- Sensitivity to the diversity of values, views and approaches to issues relevant to the MSC program.



Benefits

Staff Benefits

Our benefits package includes:

- Flexible working
- Auto-enrolled Tier 1 (3% contribution from employer & 5% employee) from day 1. On successful completion of probation, Tier 2 (9% employer & 6% employee); choice of salary sacrifice
- 25 days annual leave.
- 4x death in service insurance

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.



Next steps

Ellwood Atfield specialises in appointing communications and advocacy skill sets for organisations seeking to influence their external environment. We are specialist headhunters recruiting within communications, marketing, public affairs, corporate affairs, sustainability, policy, regulatory, and media relations.

Following interviews with Ellwood Atfield successful candidates will be invited for first interview with The Marine and Stewardship Council.

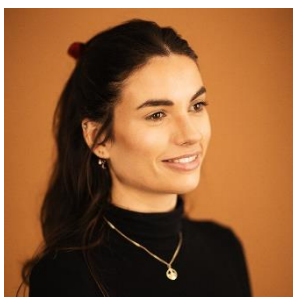
Everyone at Ellwood Atfield is responsible for diversity and we have created a methodology and culture to ensure our work represents only the very best individuals, regardless of their background. We are passionate about delivering diverse shortlists.

Please contact James Green for an initial discussion.



James Green has a decade of experience recruiting communications professionals to both agency and in-house positions. Having joined Ellwood Atfield seven years ago, he specialises in the recruitment of Director and Heads of Communications with prestigious organisations across a range of sectors.

07860 400 326 james@ellwoodatfield.com



Florence Goddard specialises in the recruitment of communications professionals at the mid to senior level, across a range of sectors. Florence has an MSc in Sustainable Development from the University of Sussex, so has a broad understanding of issues in the space and a personal interest in recruiting in this area.

07918 551 923 Florence@ellwoodatfield.com