

MEDSEA Communication Officer

This post will support the development of MEDSEA's communication strategy and engage with a number of strategic initiatives, including MARISTANIS.

The post will support MEDSEA colleagues and project partners in setting up new and enhancing existing social media platforms, web presence, and print material. Secondly, to innovate, create and produce using existing and investigating new platforms to enhance MEDSEA communications to enhance engagement. And finally, to evaluate and report on current practices, trends, and impact of our various campaigns supporting the development of communication strategy for MEDSEA and annual reporting.

Please upload an updated CV and use the personal statement to outline how you meet the essential criteria for the role.

Informal inquiries may be made to Vania Statzu, Deputy President (vaniastatzu@medseafoundation.org).

Closing date: 5pm, 27th Sep 2018.

Job Purpose

To implement and maintain a communication strategy for MEDSEA, to raise awareness of the wide range of activities done by our foundation. In particular, to implement appropriate communication tactics to assist MEDSEA in achieving conservation and environmental outcomes as well as increasing engagement for MEDSEA. To proactively provide communications support to MEDSEA projects and initiatives and develop promotional campaigns, where appropriate. To highlight the sector-leading resources and initiatives developed by MEDSEA in the Mediterranean region.

Main Responsibilities and Approx. % of Time

- To implement and maintain a MEDSEA communication strategy to ensure effective internal and external communication of our remit, plans, core and ad-hoc events (40%). This includes:
 - engaging with MEDSEA team and other collaborators to understand their work in order to provide communication guidance and content direction in support of their environmental engagements.
 - reviewing drafts of research, concepts and strategic frameworks to propose clear edits or fresh rewrites, decode science speak and remove unnecessary jargon as well as format the content so that it is accurate and well-portrayed for relevant audiences.
 - developing and implementing promotional campaigns, write blogs, web pages, articles, case studies, and reports as required – from writing 1st person blogs to feature articles, summary reports to fact sheets, speeches to video scripts, infographics to diagrams, as well as creating content for partner channels and messaging for campaigns. Identify new opportunities to enhance the MEDSEA profile.
 - Creating and maintaining an internal communications calendar, flagging opportunities for internal communications activities.
 - developing various communication materials – from defining the project brief to editing content, selecting images to overseeing design – and managing all supplier relationships in the process.
 - identifying media opportunities and developing appropriate media releases and support MEDSEA team with new media platforms.
 - Using social media platforms to create dialogue around our work as well as other topical issues.

- Ensuring that all opportunities to communicate MEDSEA’s work are maximised and pitching and initiating innovative ways to achieve awareness and strong engagement with supporters.
- Evaluating the impact of campaigns and platforms, making adjustments to approach as required.
- Monitoring media reports and communication activities monthly and evaluate both quantitatively and qualitatively, as well as regularly sharing this with the appropriate teams and interested parties
- Contributing to the annual and monthly planning of communications activities and content, as well as creating and managing individual projects to ensure that deliverables are well-planned with clear expectations and deadlines.
- To coordinate the Strategy 8 of the MARISTANIS project (www.maristanis.org), which includes all the communication and awareness raising activities of the project under the supervision of the project coordinator (40%). This includes:
 - Collaborating with MARISTANIS project partners, and in particular with MedWet, to deliver the communication elements during the whole life cycle of the project;
 - Creating communication annual plans for planning communication activities within the project,
 - Coordinating and implementing all communication activities within the project, initiatives and events as planned in the OAP;
 - Developing contents within different communication channels (e.g. website, socialmedia, press, etc);
 - Identifying the needs and priorities for the involved local communities to develop consensus on the project activities;
 - Informing the decision-makers on project outcomes and finding new collaborative ways of implementing the project plan;
 - Involving local stakeholders to participate to project activities in a variety of ways, and to different levels of influence, in identifying needs, generating solutions, and planning new initiatives;
 - Coordinating and implementing awareness raising and environmental education activities;
 - Monitoring and evaluating the outcomes of communications in the projects and preparing the periodic reporting as foreseen by MAVVA;
- To provide high-quality support to new and existing projects to set up communication channels as appropriate and implementing and managing MEDSEA’ website and social media accounts. (%)
- To support the Management of the foundation undertaking other duties as directed by the President or the Deputy. (5%)

Knowledge, Skills and Experience Needed for the Job

Qualifications / Training

Essential

- Master Degree or equivalent level qualification plus a minimum of 5 years of relevant work experience

Or

- Master Degree in relevant subject (e.g. marketing, journalism, media, community engagement, communications, English) plus a minimum of 2 years of relevant work experience

Experience

Essential

- Experience of writing copy tailored to different audiences
- Experience of using social media professionally
- Experience of developing and implementing communication strategies and plans.
- Experience of designing promotional campaigns
- Experience of devising, planning and progressing work activities using own initiative and independent judgement without resource to senior colleagues

Desirable

- Experience of writing press releases
- Experience of creating infographics
- Experience of working in the Conservation sector and Environmental sciences
- Experience of virtual learning environments

Knowledge, Skills and Competencies

Essential

- Excellent written communication skills, particularly copywriting and writing for the web
- Excellent knowledge of social media and analytics, including analysing and producing reports
- Excellent organisational skills and experience of successfully managing a range of activities and meeting deadlines
- Excellent interpersonal skills and the ability to work as part of a team and support knowledge building

Desirable

- Knowledge of project management principles and processes.
- Good knowledge and understanding of the Conservation sector and Environmental sciences.
- Knowledge of internal communications.

Personal Attributes

Essential

- Positive, proactive and enthusiastic attitude
- Strong verbal and written communication skills
- Ability to manage multiple projects and deliver to agreed deadlines and budgets
- Good at networking and building relationships with a wide range of colleagues
- Interested in the work of MEDSEA

Job Context and any other relevant information

The post holder will be based in the headquarter of MEDSEA in Cagliari. The post-holder will also provide communications support to various projects and initiatives which MEDSEA is involved in.

Application Procedure

All applicants should apply by submitting their CV to the following email:

We anticipate interviews could be held via Skype or ZOOM. You will be notified by email whether you have been shortlisted for interview or not. The closing date is 5pm on 27th September 2018.

Salary

The incumbent will be offered a two-year contract, subject to a four-month probation period. The type of contract could be a consultancy contract, with the incumbent maintaining its legal domicile in his/her country of residence, or a contract of limited duration (Contratto a Tempo Determinato) under Italian labour law, with residence in Italy.

Subject to experience and qualifications, the salary will be around 30,000 euro per year. No free accommodation will be offered. There will be no resettlement expenses covered for the incumbent and or his/her family. If the contract is an Italia CTD, social benefits will be included as required by law. If the contract is a consultancy contract, TVA of the country of origin will be paid.