

Job Description

1. Post

Job title	Marine CoLABoration Communications Lead
Start date	
Period of contract	Fixed term contract ending: 1 year from start date [with possibility of extension dependent on funding]
Date of revision	

2. Reporting structure

Responsible to:	Comms Inc Director [Mirella von Lindenfels] with day to day oversight by Marine CoLAB Coordinator
Responsible for:	0 Direct or indirect reports

3. Overall purpose and objectives

Purpose:	<p>The Marine CoLABoration was initiated by the Calouste Gulbenkian Foundation in 2015 to increase collaborative action and explore how to communicate the value of the ocean more effectively. The Marine CoLAB brings together large and small organisations with different skills and areas of expertise. Currently these are: ClientEarth, Fauna and Flora International, Forum for the Future, Funding Fish, Institute for European Environmental Policy, International Programme on the State of the Ocean/Comms Inc, Marine Conservation Society, New Economics Foundation, Thames Estuary Partnership and the Zoological Society of London.</p> <p>The Marine CoLAB's aim is to build a more 'ocean friendly' society, where people share an understanding of our inextricable connection with the ocean and act to safeguard all the benefits it provides. The CoLAB believes that by developing a shared appreciation of the value of the ocean, in all its forms, we will deliver better outcomes for people and the planet.</p> <p>Its work is 'CoLABoratory', taking a Values Based Approach (VBA), guided by four principles: collaboration, experimentation, learning and communication. Work emerging from the CoLAB includes the #OneLess bottle campaign, Agents of Change, and an emerging Blue Comms network. For further information see: www.marinecolab.org.</p> <p>The CoLAB is at an exciting juncture with the launch of a new strategy, outlining how it will build on achievements and grow its collaborative network to amplify influence and impact over the next three years. The 2019-21 strategy will focus on three core ambitions: shifting the narrative on marine conservation; identifying and addressing strategic gaps; and building capacity within and beyond the sector to take a coLABoratory approach to secure change.</p> <p>The CoLAB has identified the need for a Communications Lead to work closely with the CoLAB Coordinator and Advisory Group to enable delivery of the strategy. We are looking for an exceptional individual with the communications expertise and collaborative skills to help drive day-to-day operations, engage new audiences and scale the impact of the work.</p>
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4. Key responsibilities

- Drive the CoLAB [comms strategy](#), including website development, social and legacy media presence, development of digital and printed toolkits and resources
- Increase the skills and capacity of the NGO sector to shift the narrative on marine conservation through providing proactive support and effective communication about the VBA and framing tools and research
- Develop the Blue Comms Network and collaborative VBA campaigns, including Sound Waves 2019
- Develop networks beyond the CoLAB including with the media and cultural industries

5. Main duties

- Support development and drive delivery of the Marine CoLABoration communications strategy, increasing the profile of its work and capacity to deliver on its mission.
- Support development and delivery of the CoLAB workstream on 'shifting the narrative' on marine conservation, including through:
 - development of the Blue Comms network and other initiatives to promote collaboration and a more joined-up voice for the ocean;
 - scaling of the Sound Waves campaign in 2019;
 - effectively communicating complex concepts and models around value and values and developing and publishing tools and evidence for using a Values Based Approach (VBA).
- With the Coordinator and Working Group Lead, support the comms needs of experiments, promoting findings within participating organisations and to external audiences, amplifying learning and impact.
- Support delivery of the CoLAB workstream on building capacity among marine 'framers' in adopting a collaborative, systemic, values based, experimental approach to marine conservation.
- Work together with the Marine CoLAB Coordinator to maintain excellent communication across the CoLAB.
- Establish and maintain an effective legacy and social media presence for the CoLAB and its projects.
- Support the development, production and dissemination of promotional materials, briefing documents, policy positions, research papers and other outputs as appropriate.
- Support the CoLAB as a creative working and thinking environment where partners feel inspired and enabled to develop shared understanding and sense of purpose.
- Work with the Coordinator and CoLAB members in establishing connections and supporting development of new partnerships with people in the UK and internationally who are framing the ocean.
- Act as an ambassador for the Marine CoLAB and its approach.
- Work with the Comms Director and CoLAB Coordinator to manage an operational comms budget.

- Organise internal and external meetings with a diverse range of stakeholders and key players across the marine sector and beyond, preparing materials and producing and distributing outputs.

6. Additional tasks (if appropriate)

- In carrying out the duties of this post, the post holder may encounter confidential documents and be privy to sensitive information relating to donors, organisational strategies, and project partners and therefore will be required to maintain confidentiality at all times.

7. Internal Comms Inc reporting

- Liaise with the Director on developments and activities on an ongoing basis, including regular meetings.
- Produce an annual work plan.
- Maintain a detailed advance quarterly Work Plan or Online Calendar.
- Prepare a quarterly written report on activities and progress against targets.
- Attend other team meetings as required.

8. General duties

- Abide by the core values of the Marine CoLABoration and work in accordance with its mission.
- Maintain the highest professional standards at all times, ensuring that all outputs are produced within agreed budgets, time scales and specifications.
- Demonstrate professionalism towards sensitive and confidential information.
- Represent the Marine CoLABoration externally, attending meetings, conferences and events as needed.
- Assist with general enquiries on information and resources from the Marine CoLABoration.
- Ensure that equality of opportunity is adhered to and promoted in all aspects of your work.
- Act responsibly in terms of the health, safety and welfare of yourself and colleagues.

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other reasonable duties and responsibilities relevant to the nature, level and scope of the post as advised by the Director or other appropriate representative of the Marine CoLAB.

9. Working relationships

Internal

Volunteers/interns	<i>The post-holder may be responsible for the supervision of interns and/or research assistants</i>
CoLAB partners	<i>The postholder will be expected to maintain excellent working relationships with all CoLAB members ensuring that they feel fully engaged and informed at all times and remain motivated and positive in their interactions with the CoLAB.</i>

External

External consultants	<i>The postholder may be required to manage contracts with external suppliers e.g. print and IT suppliers.</i>
External stakeholders	<i>The postholder will be expected effectively to develop and manage relationships with external stakeholders including potential mentors,</i>

	<i>speakers and contributors and individuals and organizations that may be interested in the work that the CoLAB is undertaking.</i>
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10. Working environment

Physical environment	This post is office based. The primary location will be at the Calouste Gulbenkian UK offices in London, but there will be opportunities to work at Comms Inc and other CoLAB member offices.
Travel	CoLAB partner organisations are based in locations across the UK the postholder will be required occasionally to visit. There may be occasional international travel for relevant meetings and conferences.

11. Dimensions and Limits of Authority

Budget	The post holder is responsible for ensuring that all project accounts are kept up to date on a weekly basis. S/he maintains project budget spreadsheets, informs the Director of budget availability and ensures that any donor financial reporting requirements are met. Any expenditure over £100 should be approved by the line manager.
Strategy	The postholder will be required to support implementation of a strategy to support the future of the CoLAB including the development of funding proposals as necessary.
Policy	The postholder will support the Coordinator in ensuring that CoLAB partners have a clear working understanding of the key concepts underpinning CoLAB work and experiments.
Outputs	The postholder will be responsible for production of Marine CoLABoration printed outputs and will need to ensure that there is an appropriate level of consistency in communications about the project across partner organisations.

12. Person specification

	Essential	Desirable
Proven ability & competencies	Demonstrable experience of designing, developing and delivering creative and effective communications campaigns and materials across the range of communication channels with specific experience in constructing and running legacy and social media campaigns. Outstanding and innovative communication skills, especially the ability to communicate complex ideas in a creative, articulate and confident way and to adapt language to varied audiences.	Knowledge and understanding of the marine conservation science and policy landscape. Graphic design skills Knowledge of current research around framing

	<p>Excellent writing skills, especially the ability to write in a concise and influential style and to use formats appropriate to the audience.</p> <p>Experience of developing effective press and media networks.</p> <p>Demonstrable self-motivation and the ability to work on their own initiative as well as collaboratively with others.</p>	<p>and values and/or experience of their application.</p> <p>Experience of working on collaborative campaigns.</p>
<p>Other skills & abilities</p>	<p>Highly organized with the ability to maintain a detailed overview of all aspects of their work.</p> <p>Well-developed skills in using MS office packages, specifically Word, Excel, Outlook and PowerPoint.</p> <p>Web development and management skills (experience using WordPress).</p> <p>Proven ability to work effectively with teams.</p> <p>Excellent people management and inter-personal skills, including negotiation and diplomacy.</p> <p>Ability to build and develop effective relationships with a wide range of cross-sectoral people and representatives.</p> <p>Excellent attention to detail.</p> <p>Excellent time management skills, including the ability to be flexible, respond quickly to changing demands, effectively prioritise and meet deadlines, and work in a fast-paced environment.</p>	
<p>Qualifications, training and knowledge</p>	<p>Educated to degree level or relevant experience.</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>Experience in working with NGOs and environmental stakeholders or industry on topics relating to policy and systems change.</p> <p>Proven experience in writing in a range of styles for varied audiences (including, but not exclusive to; reports, research papers, website content, blogs and policy position statements).</p>	<p>Experience in multidisciplinary research and/or working environment.</p> <p>Experience of working to achieve positive social and environmental impacts.</p> <p>Experience of working for an NGO</p>

<p>Personal Qualities</p>	<p>Able to engage and motivate others and generate a working culture among partners which supports creativity, positivity and innovation.</p> <p>Ensures effective quality control and continuous improvement in all aspects of the work and responsibilities attached to this post.</p> <p>Demonstrates professionalism towards sensitive and confidential information.</p> <p>Is committed to professional self-development as necessary for the successful carrying out of the job.</p>	
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