

Job description

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

Common Seas is a not-for-profit enterprise on a mission to quickly and significantly reduce the amount of plastic produced and stop it polluting our rivers and seas. Our global team works across government, business and society to leverage change by driving new policy, investing in the circular economy and catalysing a cultural shift in how we make, use and dispose of plastic.

We are a cross-disciplinary team who is looking for an outstanding Head of Communications. 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 audiences. 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 programmes

With roots in ocean exploration, design and policy, we have a track record of finding smart solutions to real-world problems – from new systems to tackle the flow of waste into one of the world's most polluted rivers, to inspiring hundreds of businesses to radically reduce single use plastic.

Our four programmes tackle the plastic pollution problem from source to sea:

Clean Blue Alliance is a growing, global network of islands that test, incubate and invest in practical initiatives to become single-use plastic waste-free.

Plastic Drawdown is a toolkit that helps governments understand their country's plastic waste flows and take effective mitigation action.

Healthy Me, Healthy Sea is delivering world-first investigations into how plastic affects human health, with findings that can raise awareness and drive action.

Ocean Plastics Academy is a movement to support educators in inspiring and equipping the next generation to solve the marine plastic challenge, while helping schools to become plastic-waste free.

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 Communications 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 Communications will work closely with the Common Seas teams in the UK, Greece, Maldives and Indonesia, 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

- Design and manage our creative process – writing briefs, assigning tasks, project managing and delivering final outputs.
- 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

- 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 London. Salary commensurate with experience.

How to apply



27th February 2020

If you think this sounds like the perfect role for you, please send us a copy of your CV and a one-page cover letter with some brief thoughts on how a small enterprise like ours can make the maximum possible positive difference in today's world. We're just curious what you think - no pressure. Please email your submission with the subject title JOB: Head of Communications to hello@commonseas.com.