



Senior Communication Manager Job Description

Location:	Hybrid working (c.10 days per month in either our Totnes or Central London offices).	Reports to:	Head of Communications & Marketing
Contract:	Full-time, permanent. For the right candidate, we're willing to consider freelance contracts and those looking to work 4 days per week.	Salary:	PAYE: £50,000 FTE Day rate: £275

Who we're looking for

The overall purpose of the job is to plan and deliver impactful communications, storytelling and content for Common Seas, across a multitude of platforms. You'll be responsible for enhancing the public image and impact of Common Seas and our international programmes. You will have a good understanding of the target audience and utilise the channels that speak to them. You will be energetic and inquisitive, gathering stories from our colleagues around the world and staying ahead of the news.

A pivotal part of your role will be to manage all comms projects and production; working collaboratively with contractors and agencies – including retained copywriters, web developers and designers. You'll make sure goods and services are produced cost-effectively and on time and that they meet the required quality standards. You'll therefore need to be a highly effective and efficient team member and project manager. We need an experienced and professional self-starter who pays excellent attention to detail. This is an exciting and hands-on role, with great potential for development and impact.

Key responsibilities

Strategy implementation:

- Work with colleagues to curate the communications strategy to promote our programmes.
- Turn strategy into action, ensuring campaigns are effectively implemented and achieve maximum impact and influence.
- Manage the delivery of the communications plan – on time, to budget and in good spirits.
- Leverage a mix of traditional and social media platforms to prepare and distribute relevant content globally and regionally, both proactive and reactive.
- Maintain an overview of key external developments and adjust communication plans according to internal needs and external trends in a timely and decisive manner.
- Drive continuous improvement and optimisations to ensure high quality communications.

Management:

- Lead our content creation and production function; being at the forefront of content creation, planning, development, and production management.
- Plan and draw up a production schedule, working collaboratively and in an organised way.
- Manage our retained contractors and agencies; ensuring they are right for the role, retained and enabled to deliver contracted work efficiently and effectively.
- Work with our chosen agency to gain a deep understanding of our digital performance.
- Ensure delivery against the agreed objectives, reporting on key results.
- Overall responsibility for all templates and key documents, including brand guidelines and message house.

Innovation and knowledge:

- Review the competitive landscape and ensure we're front and centre.
- Ensure a deep understanding of our audiences and how they like to consume content.
- Identify opportunities to grow awareness and impact.
- Ensure we stay ahead of trends and utilise channels to grow our impact and awareness.
- Set-up real-time monitoring across relevant communications streams to identify opportunities for reactive media relations and campaigning.

Content creation:

- Oversee our social media content and growth (primarily LinkedIn and Instagram, although other platforms are being considered).
- Ensure growth and engagement across all our channels, posting timely, relevant and platform-appropriate messaging and content.
- Work with our chosen agency to implement a calendar of content that showcases thought leadership and on-the-ground impact.
- Provide everyday comms support to our projects, including presentations and materials.
- Commission, write and edit articles, blogs and briefings, as required and publish.
- Co-ordinate timely responses to external events to demonstrate our relevance.
- Support the development and delivery of specific campaign projects.

Any other duty, as appropriate to the post and as delegated by your line manager.

Key skills and experience

Highly organised and experienced in project and time management	E
Strong writing and storytelling skills	E
Demonstrable experience of increasing social media engagement	E
Ability to work independently within a creative and agile team	E
Good understanding of digital metrics for optimisation and reporting	E
Thrives working across organisation with colleagues from all departments	E
An openness and curiosity to test new ideas and learn	E
Demonstrable experience working with agencies and contractors	E
Deep understanding of communication platforms and approaches	E
Experience of delivering behaviour change campaigns/programmes	E
A positive mindset and solutions-oriented attitude	E

A passion and commitment to Common Seas' mission	E
Experience with media and press	D
Degree in a relevant field	D
Experience in people management	D
Experience of working on environmental or social cause(s)	D

(E – Experience D – Desirable)

About Common Seas

Common Seas is a not-for-profit enterprise that believes in healthy seas for all. That's why we're on a mission to quickly and significantly reduce the amount of plastic produced and stop it polluting our rivers and seas. We create partnerships to design, deliver and demonstrate scalable solutions that tackle the source of the plastic problem. Our approach is tried and tested, with success stories from around the world. Please visit our website to find out more about our work.

We have offices in the UK (London and Totnes, with co-working arrangements in Bristol), Greece, Indonesia and the Maldives. We operate a hybrid working policy, with flexibility for staff. In addition to a competitive salary, we offer the following benefits:

- Private pension scheme with employer contributions.
- Private medical and dental insurance.
- 27 days of paid annual leave plus bank holidays and public holidays.
- Working from home allowance.
- Training and development opportunities to help you flourish in your role.

Timings

Please note, first stage interviews will take place on **Wednesday 20 March**. If this date is not possible for you, please say so in your cover letter and provide at least two additional dates that are possible.

How to apply

If you think this sounds like the role for you, please send a copy of your CV and a one-page cover letter outlining your suitability for the job to **recruitment@commonseas.com**

Please note, all applicants must be legally allowed to work in the UK and not require any visa sponsorship. Common Seas is committed to achieving diversity within its workforce, and irrespective of gender, nationality, disability, sexual orientation, culture, religious and ethnic backgrounds to apply. All applications will be treated in strictest confidence.