



# International Pole & Line Foundation Open Recruitment

## COMMUNICATIONS MANAGER (global)

### **IPNLF COMMUNICATIONS & MARKETING DEPARTMENT**

**LOCATION:** UK (BRIGHTON - GREATER LONDON AREA), THE NETHERLANDS (AMSTERDAM, WAGENINGEN), SOUTH AFRICA (CAPE TOWN)

**START DATE:** 1 APRIL, 2022

**JOB TYPE:** FULL TIME

**SALARY INFORMATION:** COMPETITIVE; BASED ON EXPERIENCE AND LOCATION.

**APPLY:** EMAIL YOUR CV + MOTIVATION TO ELSABE CROCKART  
ELSABE.CROCKART@IPNLF.ORG

## ABOUT THE POSITION

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**You'll be part of a nimble and expert team. You'll be responsible for all things comms & marketing at IPNLF and will work closely and directly with IPNLF's Communications & Marketing Director. Your role is very diverse; from writing official press releases and (ghost) writing articles, to making fun, creative content. From the development of official policy & stakeholder statements, to leading calls and presentations to co-develop long term strategies. You have a love for the ocean, digital marketing doesn't scare you, and you'd love to create impact and change for a better future. This role will require domestic and international travel.**

### **RESPONSIBILITIES AND ACTIVITIES, include:**

#### 1. Strategy and Organisational Identity

- Support the development of IPNLF's communication and marketing strategy.
- Contribute to the development of IPNLF's organisational strategy.

#### 2. Writing & Editing

- Support the IPNLF Communication Teams (global as well as local) and develop press releases, announcements, opinion pieces & articles for the IPNLF website, to distribute these to different types of media and to engage with partners, members and influencers with the aim of increasing IPNLF's audience and reputation.
- Write IPNLF's press releases, announcements, opinion pieces, and (newspaper) articles
- Edit IPNLF's current blog posts, newsletters, and pre-written articles



## ACTIVITIES

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### 3. Communications (internal and external).

- Work with the IPNLF Comms team, external agencies and other service providers to oversee the effective management and development of IPNLF's communication materials and channels to engage target audience groups. This includes, but is not limited to: online platforms such as the STP, websites, social media channels, newsletters, Annual Reports, brochures, technical reports, and other printed materials.
- Partner with multimedia, designers and writers to develop infographics, videos, and other creative assets that can be leveraged to raise awareness of IPNLF's work with a wide range of stakeholders.
- Actively manage the IPNLF Twitter and LinkedIn channels to engage with partners, members and influencers with the aim of increasing IPNLF's audience and reputation.
- Monitor trends, data performance, and media coverage.
- Maintain the (social media) content calendar
- Maintain CMS, mailing lists, address books and CRM databases
- Safeguard IPNLF's organisational identity and house style by maintaining communication guidelines, handbooks, templates etc.
- Manage department meeting agendas, prepare minutes and help coordinate projects

### 4. Member Engagement

- Assist in handling day-to-day inquiries and other requests from external audiences.
- Coordinate the intake and onboarding activities for new members.
- Help coordinate IPNLF's internal and external committees (markets, STAC, MAG), and the organisation's representation on external bodies (minutes, agendas, databases, manage work programmes)
- Help develop and execute campaigns and materials for membership recruitment and

engagement (membership benefits, welcome packages, networking events).

- Use social media to engage with IPNLF members and other stakeholders
  - Coordinate and produce Member bulletins and newsletters under the guidance of the Marketing and Communications Director.
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# KNOWLEDGE AND EXPERIENCE

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## Qualifications

Essential - A university degree, in a relevant subject.

Desirable - Fisheries degree or related qualification.

## Essential

- Understanding of, and a commitment to, the mission of IPNLF.
- Over two years' experience working in a communications role in a mission driven organisation.
- Proven experience in developing and implementing communication strategies with evidence of measurable impact.
- Extensive knowledge of digital marketing strategies, campaigns, advertising & conversion.
- Proven experience in writing and editorial in a range of styles for varied audiences (including, but not exclusive to: reports; research papers; website content; blogs and social media posts; newsletters).
- Good understanding of house style, corporate identity and branding issues.
- Experience in coordinating and delivering communication and engagement activities within a remote working environment and with multiple stakeholders.
- Proficiency with website content management systems, e.g. Wix; Perch; WordPress, and automated marketing platforms e.g. MailChimp.
- Experience using contact management systems (CMS), e.g. HubSpot; Insightly.

## Desirable

- A strong understanding of fisheries sustainability issues and market-oriented solutions; considering environmental, social and economic elements.
- A strong understanding of the UN Sustainable Development Goals (SDGs) and sustainability initiatives aimed at ethical consumption.
- Understanding of disruptive communication strategies and channels to reach 'Generation Z' consumers.
- Knowledge of tuna fisheries



# SKILLS

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## Essential

- Outstanding written and verbal communication skills – fluency in English to communicate a complex message clearly and creatively.
- Excellent computer literacy and willingness to use new IT and communications tools.
- Decisiveness and strong problem-solving skills, in high-intensity environments.
- Strong relationship management skills.

## Desirable

- Additional language skills; French, German, Bahasa.
- Experience communicating with a wide range of stakeholders, including fishers; consumers, scientists; corporate world; NGOs and government partners.

## Personal qualities

- Ability to work independently, self-motivated and also an amicable team-player.
- A commitment to continuous improvement at organisational and self-development level.
- Critical thinking, highly creative and solutions-oriented.
- An appreciation of - and sensitivity to - different cultures and norms.
- A positive attitude and superior interpersonal skills.
- Ability to engage and motivate others and generate a working culture among partners which supports creativity, positivity and innovation.

## Experience Level

Marketing, Digital Marketing & Communications: 2 years (Required)

## Application

Please apply for this position via email; send your CV and motivation to: Elsabe Crockart  
elsabe.crockart@ipnlf.org



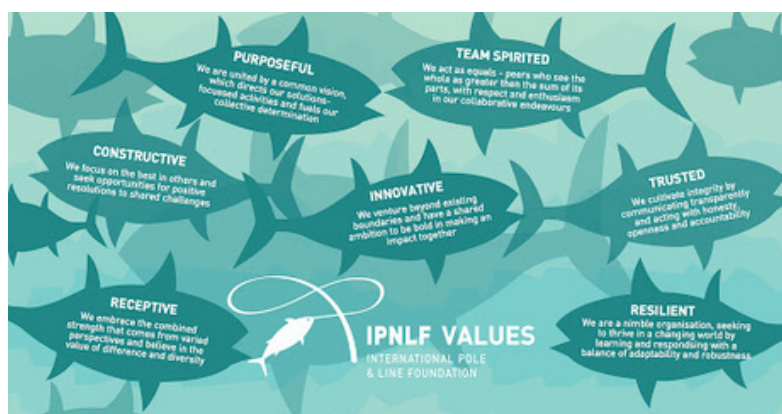
## ABOUT WORKING FOR IPNLF

### Our team is located all around the world, and each team member brings a wealth of skills and expertise to the table.

Our team is incredibly diverse; from cultures, locations, background, and professional level and we celebrate the differences and contributions the global team members bring. We all work to make the ambitions of IPNLF a reality, by applying our knowledge and enthusiasm. Most of the team work independently and remotely and our offices are located in The Netherlands, South Africa, Indonesia, and The Maldives.

### Our Values act as guiding principles for how we interact with colleagues internally and externally, and for how we approach our work.

We love the ocean, we have a strong sense for justice, and we are passionate about driving change. It makes us a values-driven organisation that works towards a common vision. The IPNLF values listed below are fundamental practices of our culture that can help us to be a thriving IPNLF community.



### Our Vision for the future is a world with thriving fisheries that work in balance with nature by catching one fish at a time.

This is why we work, both, directly on the ground with fishers and communities, and with decision makers such as RFMOs, local governments and multiple stakeholders. We recognise the importance of championing and promoting local, traditional methods of fishing as they currently fight for their place in the supply chain against industrial bodies. We believe that these communities hold the answer to the future of our oceans as we move away from overfishing towards a more holistic approach to sustainability; environmental impact should not be the sole factor for sustainability claims or standards. We should also take social and economical elements into account for driving change as a responsible approach.

