Job Description - Communications Manager

Organisation
Sustainable Agriculture Initiative Platform (SAI Platform)

Job Title
Communications Manager

Reporting to
SAI Platform General Manager

Direct Reports
Communications Officer

Start Date
Preferably November 2016

Salary
Competitive

Location
Flexible, home office based in Europe
Some international travel required

Background
The Sustainable Agriculture Initiative Platform (SAI Platform) was established in 2002 by the food industry to support the development of sustainable agriculture worldwide. It has over 80 members across the value chain, covers all major agricultural commodities and operates globally. SAI Platform operates on a pre-competitive and non-commercial basis. It is overseen by an Executive Committee and run by a Secretariat of eight people working from various locations in Europe.
Job Description
A vacancy has arisen within SAI Platform for a Communications Manager who will lead and drive its communications strategy, keeping SAI Platform at the forefront of the sustainable agriculture debate. The organisation is going through a period of unprecedented growth and is looking for a dynamic Communications Manager who will build communication channels and tools and drive engagement. The role involves a mix of strategic thinking and tactical execution.

The predominant audiences for SAI Platform are its members in the food & beverage sector, farmers, industry and NGO stakeholders. The successful candidate will engage with the Executive Committee, the Secretariat and other stakeholders to ensure the delivery of a comprehensive communications strategy to increasingly diverse stakeholders.

Responsibilities

- Develop and implement SAI Platform’s internal and external communications strategy
- Drive engagement with key audiences using appropriate contemporary channels and tools
- Partner with all areas of SAI Platform: FSA (Farm Sustainability Assessment Programme), working groups, committees, projects and core activities to provide guidance and implement communications requirements
- Oversee, provide guidance and set priorities for the Communications Officer
- Lead the project for SAI Platform’s new website – liaison with external providers, oversee design and content
- Create and implement an online strategy to maximize the use of digital channels, in line with the overall communications plan
- Develop and tailor key messages for effective social and web use to help amplify SAI Platform’s storytelling
- Manage online presence by tracking and listening to users, monitoring discussions, and coordinating the right responses.
- Lead a project to build and implement an online community for SAI Platform’s members and Secretariat that facilitates circulation of working documents and knowledge sharing
- Build and develop SAI Platform brand and reputation with key audiences by proactive and creative positioning of the organisation
- Manage the production of corporate collateral (annual report, brochures, newsletters) and ensure brand identity is used consistently and appropriately across all media
- Develop an editorial calendar for internal and external communications content
- Manage the communications budget
- Manage external agencies/service providers effectively and cost-consciously
- Develop material that explains or conveys SAI Platform’s policies or standpoints
- Lead media relations for SAI Platform, issue proactive, story telling press releases, arrange interviews with relevant media

**Key skills and competencies**

- Excellent written and verbal communication skills in English essential, English mother tongue preferable
- At least 5 years work experience in communications
- Ability to adopt a creative, holistic and innovative approach to communications
- Proven track record in implementing a communication strategy for relevant audiences
- Competent in using social media tools and developing social media strategy
- Ability to work remotely and self-motivated with a virtual team
- Proficiency in use of graphic design tools (Adobe InDesign, Adobe Photoshop, Adobe Illustrator)
- Advanced knowledge of MS Office (Word, Excel, PowerPoint)
- Knowledge, experience and interest in sustainability and the agri-food industry
- Experience of working in the agri-food sector and/or an industry organisation would be a benefit

**How to apply**
Candidates interested in applying for this role should send the following:
- Curriculum Vitae of no more than 2-3 A4 pages
- A short cover letter explaining why you are interested in the role and how your experience and skills will help SAI Platform achieve its objectives
- Two reference contacts with their details including phone numbers

Please send your application to: Jane Duncan at jduncan@saiplatform.org by Thursday 3rd November 2016.