



## JOB DESCRIPTION **COMMUNICATIONS OFFICER** JANUARY 2023

The Sustainable Agriculture Initiative Platform (SAI Platform) was established in 2002 by the food industry to support the development of sustainable agriculture worldwide. Today it has over 170 members across the value chain, covers major agricultural commodities and operates globally. SAI Platform operates on a pre-competitive and non-commercial basis, driving change through collaboration.

### **The Role**

SAI Platform currently has an opening for a Communications Officer (40h/week) on a short-term contract covering maternity leave until January 2024.

The Communications Officer will be part of a growing, international team in which communications plays a vital role. They will support the communications lead and the development and implementation of SAI Platform's communications strategy and member engagement.

The role will involve designing impactful communications material and implementing engaging and innovative communications campaigns (both online and offline) that reflect SAI Platform's value proposition and vision.

The focus of the role within SAI Platform may evolve as needs and priorities change.

### **Responsibilities**

#### **DIGITAL COMMUNICATIONS (WEB, SOCIAL AND VIDEO)**

- Create and produce high quality, relevant and compelling digital content (including video memes, news stories and social media posts).
- Proactively schedule, develop, update, and enhance the communications across our social media channels.
- Support the website and Members' Zone CMS including all uploads, online edits and any preparation or adjustments to images for social media and website use.
- Production of quarterly newsletters as well as other publications such as project case studies and event reports.
- Produce quarterly reports on web and social metrics (user traffic, online mentions, media exposure, social media engagement) and seek ways to improve engagement.

#### **STRATEGY & SUPPORT**

- Assist with the delivery of an organisation-wide communications strategy and the integration of communications into all of the teams' activity planning.
- Support in building relationships with media and members'/partners' comms teams.
- Support SAI Platform Events with all communications needs including content and design for registration website, collateral documents, presentation templates.
- Provide administrative assistance when needed for the organisation of meetings with external stakeholders (invitations, agenda setting, minute taking).
- Prepare or support the preparation of PowerPoint presentations.
- Alignment and collaboration with other activity areas where relevant.



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### **Candidate requirements**

- At least 3 years working in the field of Communications.
- Proven ability to adapt style and messaging for a wide variety of channels and stakeholders.
- Proven experience of using the Adobe Creative Suit.
- Proven video and photo editing skills.
- Experience with content management system (CMS) WordPress.
- Proficiency with Microsoft Office (Word, PowerPoint, Excel, Outlook).
- Eye for contemporary and aesthetic design as well as detail.
- Highly motivated work style, hands on and proactive "can-do" attitude.
- English mother tongue desirable or at least full professional proficiency both written and verbal.
- Knowledge and experience in sustainability and the agri-food industry.
- Bachelor's degree in a relevant discipline.
- Experience of working in an international organisation is an asset.

### **Our offer**

This is an exciting opportunity to work alongside skilled and experienced colleagues and partners in sustainable and regenerative agriculture on a short-term contract covering maternity leave until January 2024.

SAI Platform offers a competitive remuneration package depending on level of experience and a flexible home working arrangement. SAI Platform is based in Switzerland and has an international team working from different countries, as part of a virtual team. This position involves some international travel.

We invite candidates of all nationalities, living in Europe or the UK, to apply, however, we can only consider candidates who do not need a work and residence permit.

### **How to apply?**

Please send a CV and a cover letter outlining why you are interested in the role, relevant experience and the value you can add to: Ashling Cahill, [\*\*acahill@saiplatform.org\*\*](mailto:acahill@saiplatform.org)

The deadline for applications is **10th February 2023**.