Communications Manager, China programme

Based in Beijing

We have an exciting opportunity for someone with a strong background in communications, digital media and stakeholder management to join our team to further the transition to a circular economy in China.

Background.
The ambition of the Foundation’s work in China is threefold: to broaden the scope, the understanding and the adoption of the circular economy, with a view to enable better forms of economic growth. Our strategy revolves around four building blocks that have been at the core of the Foundation’s strategy, placing emphasis on high-level relationships, local demonstrators, and building capacity through communications, learning, insights and analysis.

- **Engage, exchange** – Information exchange to bridge best practices between China and international examples; translate and tailor circular economy research findings to different audience groups in China; make China-specific and international insights available in both Chinese and English; open-access; an online repository.
- **Mobilise along value chains.** Mobilise stakeholders around selected material streams and value chains, such as plastics, fashion and food.
- **Convene, shape pilots and implement in cities.** Use cities as a focal point to build multi-stakeholder coalitions and conduct city pilots covering the whole process from strategy development, financing, dialogue mechanisms, implementation process, to measurement, and turning lessons learnt into shareable knowledge assets.
- **Equip – Businesses, students and citizens.** Develop educational initiatives to complement our work and embed systems thinking. Focus on engaging the design community, businesses, schools and academia to impact strategies of today’s and future decision-makers.

Role and responsibilities

- Map and monitor the communications landscape within China: current topics, key audiences, circular economy messaging and channels.

- Create and implement a comprehensive communications strategy for the Foundation to engage key Chinese audiences to accelerate the transition to a circular economy, working in close collaboration with the Foundation’s China programme, communications and digital teams in Cowes.

- Key areas of focus will be:
  - Digital platform development (website, apps, tools)
  - Social media and media more widely - including channel strategy (EMF and networks/partners channels; content creation; monitoring, data analysis and feedback).
  - Events - including identifying key events and making recommendations.
  - Networks and influencers - including identifying key influencers/networks and developing communications approaches to engage them.
- Engage and manage local communications and digital experts/agencies as required to deliver strategy.
- Work on all Foundation events and workshops related to the China programme.
- Produce written and multi-media content (articles, press releases, newsletters, audio, video, marketing materials, social media content, etc) to be used across the Foundation’s communications channels.

**Your profile:**
- Strong verbal and written skills in both Mandarin and English.
- Evidence of relationship management experience, preferably in an area related to the circular economy.
- Experience of and/or a willingness to learn and engage with and create multimedia content, including video and audio.
- Experience of using social media platforms, and enthusiasm to engage with social and other forms of digital media in-depth.
- Evidence of developing long-term relationships/content partnerships with new media, and awareness of best practices within this area.
- Must be prepared to travel within China and internationally.

**Please apply with CV, covering letter and salary expectation to Barbara Calland (barbara@ellenmacarthurfoundation.org)**

**Desired starting date:** As soon as possible

**Salary package:** Competitive within the charity sector and dependent on experience

**Location:** Beijing, China

**Closing date:** 17 March 2020