Communications Manager: Food and Climate
Full-time
Based in Cowes, Isle of Wight

As a key member of our Communications team you will create large scale campaigns that resonate with key audiences and inspire action towards a circular economy. You will collaborate with creative agencies, multinational organisations, including some of the most recognised FMCG companies and other industry players, United Nations organisations, and large NGOs to plan and implement food and climate change related communication campaigns.

**Background to the food & climate change work at the Foundation**

At the World Economic Forum last year, the Foundation launched the Cities and Circular Economy for Food report. Building on the findings of that report, the Ellen MacArthur Foundation’s Food initiative now works with key actors to stimulate a global shift towards a regenerative food system based on the principles of a circular economy.

At last year’s Climate Week in New York City, the Foundation published its latest report *Completing the picture: How the circular economy tackles climate change* revealing the need for a fundamental shift in the global approach to cutting emissions. The report provides insights to help businesses, financial institutions, and policymakers build a thriving and resilient economy while playing an essential role in reaching climate targets.

**Role and responsibilities:**

Reporting to our Systemics Initiatives Communications Lead your main responsibilities will be:

- Co-develop and implement a comprehensive communications strategy for the Food and Climate initiatives, taking into account relevant audiences, message and content development and channels.

- Work with the Foundation’s media, digital, and design teams to build successful communications campaigns for specific announcements/events taking into account the Food and Climate initiative’s as well as the Foundation’s long-term communications objectives. Ensure alignment across project teams.

- Manage relationships with key stakeholders, including media, funders, and influential organisations/ individuals, including developing joint communications objectives and plans and overseeing their implementation.

- Create written content (including key messages, newsletters, short announcements, marketing materials, etc), for a variety of target audiences, for distribution across the Foundation’s communications channels.

- Manage marketing budgets.

- Create briefing documents for external partners, including agencies and freelancers.

- Work with and manage PR agencies and/or creative agencies.
• Collate and interpret data on results and impact of communications campaigns.
• Join the Food and Climate team meetings to stay up to date with latest thinking and external issues related to the initiative.
• Support the Food and Climate team at events through liaising with journalists and building relationships with key comms contacts.

Your profile:

• A relevant degree and minimum 3 years' experience in communications/public relations.
• Understanding of the current food and climate systems debate and associated media landscape.
• Ability to scan the evolving landscape of food and climate trends and food and climate systems messaging, synthesising main messages and thinking strategically to determine how the Food and Climate initiatives’ content can be positioned and framed to be distinctive amongst other existing efforts.
• Evidence of planning and managing creative communications campaigns targeted to specific audiences with extensive stakeholder management experience.
• Evidence of producing written content in English; we will ask for previous pieces of work to evidence this.
• Ability to think creatively, devise, pitch and implement dynamic communications concepts that go beyond written communication to deliver impactful experiences.
• Experience of working in the area of circular economy would be a definite plus but is not essential.

What we do:
The Ellen MacArthur Foundation is an innovative not-for-profit organisation with a mission to accelerate the transition to a circular economy. The Foundation works with the world’s largest organisations and the emerging innovators that are bringing a circular economy to life. If you would like to learn more about the Ellen MacArthur Foundation or the circular economy, please visit www.ellenmacarthurfoundation.org.

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

Desired starting date: asap
Closing date: 30th March 2020
Salary package: Competitive within the charity sector and with generous holiday allowance, gym membership etc.
Location: Cowes, Isle of Wight.