

New Plastics Economy Communications Manager **Full-time** **Based in Cowes, Isle of Wight**

We have an exciting opportunity for a communications specialist to join our New Plastics Economy team. Your role will be to work with multinational organisations, including some of the most recognised FMCG companies, United Nations organisations and large NGOs to implement communications campaigns for the Foundation's New Plastics Economy initiative.

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. The Foundation does so by accelerating change across six interlinked areas:

- **Business** – Catalysing circular innovation and creating the enabling conditions for it to scale globally and at all levels. We influence the work of organizations and provide the network, tools, opportunities and visibility to set and achieve ambitious circular economy goals and to inspire their peers.
- **Communications** – Engaging a global audience around the circular economy. Through 'moments' such as our Disruptive Innovation Festival which reached 1.5M people in 100+ countries in 2018 as well as traditional and digital channels, the Foundation leverages its rapid growth to reach a global audience.
- **Insight and analysis** – Providing robust evidence about the benefits and implications of the transition for existing and future leaders implementing the circular economy at scale. Outputs include our ground-breaking reports that provide a vision for a circular economy.
- **Institutions, Governments and Cities** – Engaging with organisations such as UN Environment Program, World Economic Forum, World Resources Institute, the European Commission, as well as a network of 20+ cities and local and national government departments, the Foundation seeks to inform public policy makers and provide evidence-based insights into public/private forums.
- **Learning** – Inspiring a generation to re-think the future through the circular economy framework and equipping pioneering individuals within business and government to drive systemic change.
- **Systemic Initiatives** – Transforming key material flows such as fashion, food and plastics to demonstrate a circular economy, we show that transforming global industries from linear into circular is possible and doable in practice, at scale, with incredible speed.

Please refer to www.ellenmacarthurfoundation.org/about for further details.

Over the past four years, the Ellen MacArthur Foundation's New Plastics Economy initiative has rallied businesses and governments behind a positive vision of a circular economy for plastics. Its 2016 and 2017 New Plastics Economy reports captured worldwide headlines, revealing the financial and environmental costs of waste plastic and pollution. In the last year it has brought together 350+ organisations to sign its Global

Commitment – creating a coalition of leaders with the power to prevent plastic pollution at the source.

The initiative is supported by Wendy Schmidt as Lead Philanthropic Partner, the Global Environment Facility (GEF), MAVFA Foundation, Oak Foundation, and players of People's Postcode Lottery (GB) as Philanthropic Funders. Amcor, The Coca-Cola Company, Danone, MARS, Novamont, l'Oreal, PepsiCo, Unilever, and Veolia are the initiative's Core Partners.

www.newplasticseconomy.org | @newplasticsecon

Role and responsibilities:

- Co-develop and implement a comprehensive communications strategy for the New Plastics Economy initiative, taking into account relevant audiences, content development and channels
- Work with the Foundation's media and design teams to build successful communications campaigns for specific announcements/events taking into account the New Plastics Economy's / the Foundation's long-term communications objectives
- 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
- Collate and interpret data on results and impact of communications campaigns; manage marketing budgets
- Work with and manage PR agencies and/or creative agencies
- Stay up to date with the latest thinking on issues related to the initiative

Person specification:

- Understanding of the current plastics debate and associated media landscape
- A relevant degree and minimum 3 years' experience in communications/public relations
- Experience of planning and managing creative communications campaigns targeted to specific audiences
- Excellent written communication skills - with experience of writing for different audiences; we will ask for previous pieces of work to evidence this
- Relationship management experience

- Evidence of ability to work on a number of different tasks simultaneously and delivering against deadlines
- Organised and able to work on own initiative
- Strong attention to detail
- Experience of working in the area of circular economy would be a definite plus but is not essential.

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

Desired starting date: July 2019

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

Location: Cowes, Isle of Wight

Closing date: 31st May 2019