Seas At Risk (SAR, www.seas-at-risk.org) is an umbrella organisation of environmental NGOs from across Europe that promotes ambitious policies for marine protection at European and international level. We represent over 30 member organisations in 17 different EU Member States. The SAR Secretariat currently comprises 14 staff members and 4 interns. We are a diverse team and share a passion for the sea. Our work covers a wide range of issues relative to ocean health, such as marine protected areas, fisheries, deep-sea mining, shipping, plastic pollution and EU-level marine environment policies.

Our new five years organisational strategy identified the need to address issues of ocean health in a more holistic manner, and to advocate deeper, systemic change to address the impending climate crisis and biodiversity collapse. SAR shall contribute to communicating an alternative to the old paradigm of eternal (blue) economic growth in the public debate, based on an alternative narrative developed together with the members.

Purpose of the job
SAR is looking for a communication director to strategically develop, oversee and help implement the organisations external and internal communication. You will develop and lead new and innovative communications strategies and campaigns that influence policy makers at the European level. You are an inspiring and empowering team leader with management experience.

Main responsibilities
- Develop a multi-annual communication strategy that supports the call for system change as well as more topical policy advocacy.
- Streamline and re-organise internal communication (staff team and members) in support of SAR operations and the system change narrative.
- Participate in organisation wide strategic planning and the development of a system change vision for the ocean and the corresponding narrative.
- Coordinate and oversee the work of the communication team (currently composed of a communications officer, a membership liaison officer and a trainee) and provide support and guidance to the team colleagues.
- Organise, oversee and participate in the implementation of the communication strategy and all internal and external communication activities
- Develop media and campaign messages and stories based on robust data and evidence aiming to influence policymakers across Europe.
• Identify new conversations, social movements and opportunities, and support the team in seizing new opportunities to increase our media and campaigns impact, for example through petitions, online mobilisation or mass emailing.

• Coordinate and collaborate on communication activities with various NGO coalitions or project teams SAR is part of.

• Liaise with external stakeholders, such as SAR member groups, partner NGOs, journalists, civil society actors and others.

• Manage and oversee communication related budgets and projects

• Support fundraising and writing grant proposals, ensure funding for communication activities, report to funders

• Contribute to other SAR work areas when needed

Qualification, experience, knowledge

• Good general education, such as a relevant university degree or equivalent

• At least seven years of experience in managing communication, ideally related to public policy and the EU

• Understanding of the systemic challenges relative to ocean health and wellbeing of people and planet

• Experience conceiving and directing public-facing campaigns and crafting campaign-style messages.

• Ability to think outside the box and oversee the introduction of new and innovative ideas and ways of working.

• A track record engaging and developing relationships with journalists and media outlets.

• Ability to translate technical information into communication campaigns that are accessible for multiple audiences.

• Experience working in coalitions and developing strong networks and relationships with EU institutions, NGOs and other relevant stakeholders.

• Good insight in functioning of the EU institutions

• Team management and line management experience

• Excellent spoken and written English; knowledge of other languages an asset.

• Impeccable writing skills

• Project management skills

• Moderating and facilitation skills are an asset

• Grant writing experience is an asset

Competences

• Excellent communicator

• Strategic skills

• Creativity

• Team player and able to work independently as well

• Output oriented

• Commitment to quality

• Strong organisational ability

• Flexibility

What we offer

Seas At Risk offers the opportunity to work in a growing NGO with a stimulating, informal, flexible and multicultural working environment.

The post is based in Brussels, full time, with contract of indeterminate duration, to start as soon as possible.
We offer a competitive salary, including a 13th month, lunch vouchers, pension scheme, net allowance and coverage of public transport and train travel in case of commuting within Belgium.

**Self assessment**

PLEASE, READ THIS CAREFULLY: Before submitting your application take time for a self-assessment according to the criteria we think are important for this position. We encourage you to be honest in this exercise, as this self-assessment will help you to evaluate if this position is for you.

Please score each criterion from 0 to 3 (0 = not at all; 1 = rather not; 2 = yes, partly; 3 = yes, absolutely). Then sum up the scores to obtain the total.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>(Score: 0 = not at all; 1 = rather not; 2 = yes, partly; 3 = yes, absolutely)</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I have a good general education, such as a relevant university degree or equivalent</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>I have at least seven years experience in managing external communications, including development of high impact communication strategies</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>I share the values and convictions of SAR, including regarding the need for systemic change and alternatives to the economic growth paradigm</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>I have experience conceiving and directing public-facing campaigns and crafting campaign-style messages.</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>I have a track record engaging and developing relationships with journalists and media outlets.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>I have managed a team</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>I have excellent written and oral communication skills in English</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>I have significant experience in organizing internal communication (e.g. working with community platforms, managing mailing lists, organising information or file sharing in a decentralised team or network)</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>I have already organized conferences or other big events</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I’d love to work in an international and multicultural context</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>I have good understanding of the functioning of the EU institutions</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>I’m at ease with computers, and learn quickly to use new programmes and platforms</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>I’m flexible and able to adapt to changing circumstances (e.g. multiple assignments, working under pressure, responsiveness to requests, follow-up of decisions)</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>I’m open, creative and able to propose and integrate new ideas and approaches</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>I’m happy to occasionally travel for work and to exceptionally work on evenings or on weekends</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>I have a strong self-motivation, curiosity and willingness to learn</td>
<td></td>
</tr>
</tbody>
</table>
Before submitting your application, please answer to the following questions and you will know if you can apply to this position:

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
</table>
| Is your total score more than 32? | NO: Your profile doesn’t match our criteria, and you should not apply for this position.  
YES: We are happy to receive your application (if your answer to the next questions is YES, too!). |
| Do you answer question Nr. 17 with “yes”? | NO: Unfortunately, you cannot apply to this position.  
YES: You can apply for this position. Please send your application! |

If you are qualified to submit your application, please attach the self assessment with your scores to the cover letter. Please consider that any application sent without individual scores, or with a total score of less than 32 will be automatically discarded.

We value diversity and particularly encourage applications from ethnic and racial minorities, gender non-conforming people, people with disabilities and those not from privileged social and economic classes.

**How to apply**
Send the following (in English) to secretariat@seas-at-risk.org within the subject line ‘Communication Director – your surname and name’:
- A letter explaining your motivation, values and qualification that you feel you can bring to the role and how you meet the job requirements
- Your CV
- The self-assessment score card
- A sample of communication strategy that you have developed in the past.
- An article or any other written material representing well your writing skills in English
- Contact details of two referees

**Deadline for applications: 30 March 2022.**  
We will have interviews in the week of 18 April. Please note that due to the large number of expected applications, only successful candidates will be contacted. Thank you for your understanding.