

Vacancy Code	<b>VA/2017/PRF/MCM/005</b>
Post Title	<b>Marketing Communications Specialist</b>
Duty Station	<b>Manila, Philippines</b>
Duration	<b>1 Year</b>

---

### **Background**

---

Are you looking to make a difference with your work? Would you like to help protect and sustain the health of our oceans, a vital resource in East Asia? Do you have a passion for helping organizations to tell their story?

Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) is an intergovernmental organization specializing in integrated coastal management and ocean governance for the Seas of East Asia. Beginning as a regional project in 1993 under the United Nations Development Programme (UNDP) with funding support from the Global Environment Facility (GEF), 11 countries in the region resolved to transform PEMSEA into a fully self-sustaining regional organization with a mission to foster and sustain healthy and resilient oceans, coasts, communities and economies across the Seas of East Asia through integrated management solutions and partnerships. PEMSEA's mandate is to pursue implementation of an adopted regional marine strategy, the Sustainable Development Strategy for the Seas of East Asia (SDS-SEA).

As it continues to evolve, PEMSEA has strengthened key elements of its communications, including launch of a new brand in 2015 and transition to a service-oriented strategy. As PEMSEA looks ahead to its 25<sup>th</sup> anniversary in 2018, we're seeking to further strengthen our marketing communications to increase the visibility of our work, and our partners', in the region. Along with 2018 marking a significant milestone for PEMSEA, it will also include the triennial East Asian Seas (EAS) Congress, planned for November 2018 in Manila. Welcoming well over 1000 delegates from around the world in past years, the EAS Congress has established its reputation as the premiere regional event for coasts and oceans, providing a forum for knowledge sharing, collaborative action and partnership building.

We are seeking a Marketing Communications Specialist to play a key role in promoting these milestones for PEMSEA, leading up to and through 2018, and beyond. H/she will help to support PEMSEA's strategic plans, elevating its visibility and recognition in the region and globally. By developing messaging and delivering it through the right channels, the Marketing Communications Specialist will promote the protection and conservation of our shared seas across East Asia, investment in coastal sustainable development, growth of the blue economy

and engagement with new partners, customers and donors. H/she will be responsible for all aspects of planning and implementing an effective marketing communications strategy, producing various content and managing media channels to most effectively tell PEMSEA's story.

## **Responsibilities**

---

The Marketing Communications Specialist will be responsible for enhancing the overall visibility of PEMSEA in support of its mission, promoting it as a regional center of knowledge and services for coastal sustainable development and blue economy. Responsibilities will include:

- Implementing a marketing communications plan, including coordination of an editorial calendar.
- Ensuring correct and consistent usage of the PEMSEA brand across all messaging and materials.
- Developing and disseminating communications materials and content through appropriate channels.
- Providing writing, copy editing and communications support for PEMSEA officers and technical staff.
- Overseeing small team of communications resources, including internal designers and external vendors, in the writing, editing, layout, graphic design and production of PEMSEA communications materials.
- Managing processes for sourcing news, updates and other content relevant to PEMSEA's stakeholders in the region.
- Managing content and traffic for digital channels including social media accounts and web site.
- Developing shareable content such as e-newsletters, infographics and video shorts to educate and drive interest in PEMSEA's work.
- Identifying media outlets and periodically preparing press releases and newsworthy articles on PEMSEA activities.
- Identifying and supporting activities and events for education and awareness-building, including webinars and potential speaking engagements for PEMSEA officers and managers.
- Overseeing development of special marketing pieces, such as PEMSEA's Annual Report and ad hoc thematic campaigns around important topics or events.
- Monitoring and reporting on the uptake, reach and impact of PEMSEA communications activity towards increased visibility and engagement with new partners.
- Organizing communications assets, e.g., document libraries, images, subscriptions, etc. in collaboration with PEMSEA's librarian.
- Identifying areas for improving PEMSEA's marketing communications.

## **Required Competencies**

---

- Strong writing skills and attention to detail
- Project management and an ability to deliver good work on time, with experience managing or collaborating with a small team of internal and/or external contributors
- Critical thinking, with an ability to generate new ideas, effectively plan and prioritize to meet the organization's larger goals

- Developing relationships with media outlets and other stakeholders to deliver message
- Comfort working with designers and developers and providing input and feedback on design aspects of collateral
- Quick learner, comfortable working with scientific or technical topics

### **Qualifications and Skills Required**

---

Education: Degree in Communications, Marketing, Business, International Relations or other relevant discipline.

Experience: At least 5 years' experience in marketing, communications, advocacy and/or media relations, with relevant experience writing, managing projects and collaborating with designers, developers, etc. Experience with international development, coasts and oceans and knowledge of the region a plus.

Digital Skills: Proficiency with standard software and applications required for efficient management and production of communications, e.g., word processing, spreadsheets, presentations, basic design, social media, etc.

Language Requirement: Excellent written and oral communication skills in English. Knowledge of the language of any PEMSEA partner country in the region a plus.

### **Submission of Applications**

---

Qualified candidates may submit their application together with complete Curriculum Vitae to the Recruitment Officer, via email to [info@pemsea.org](mailto:info@pemsea.org) . Kindly indicate the vacancy number and post title when applying (in the subject line) by email.

### **Deadline for Submission of Applications**

---

The deadline for submission of application is 12 January 2018.

### **Additional Considerations**

---

Applications received after the closing date will not be considered.  
Only those candidates that are shortlisted for interviews will be notified.  
Qualified female candidates are strongly encouraged to apply.

For more information on PEMSEA Resource Facility, please visit the website at [www.pemsea.org](http://www.pemsea.org).