

Candidate Brief

Communications Manager

CABI Head Office

July 2017

CABI BACKGROUND

CABI is an international not-for-profit organization that improves people's lives by providing information and applying scientific expertise to solve problems in agriculture and the environment. CABI is an intergovernmental organization that can trace its origins back to 1910. Our 48 member countries guide and influence our core areas of work, which include International Development and Publishing.

We have over 500 staff based in 16 countries. We have offices in Brazil, China, Ghana, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK, the USA and Zambia.

CABI's Knowledge Business

CABI produces key scientific publications, including CAB Abstracts – the world-leading abstracting and indexing database covering applied life sciences. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. CABI invests its publishing surpluses directly into development projects, helping to improve livelihoods worldwide.

International Development projects and research

Through knowledge sharing and science, CABI helps address issues of global concern such as improving global food security and safeguarding the environment. We do this by helping farmers grow more and lose less of what they produce, combating threats to agriculture and the environment from pests and diseases, protecting biodiversity from invasive species, and improving access to agricultural and environmental scientific knowledge.

For more information go to www.cabi.org and www.plantwise.org

THE ROLE

Job title:	Communications Manager
Salary range:	£30,000 - £34,000
Grade:	Hay Band 5
Reporting to:	Director of Marketing and Communications
Direct reports:	None
Key peer group:	Communications Manager, ID; Marketing Manager, Publishing and Online Resources
Location:	Head Office Wallingford

Purpose of the role:

- To use media relations to create awareness of and engagement with CABI, its work, services and products
- To provide an efficient press office service, managing media enquiries and issuing press statements and case studies
- To develop and manage CABI's social media strategy, to create CABI wide engagement, to develop engaging and compelling content, and to plan social media schedules
- To measure and report on both press coverage, editorial impact and social media reach
- To generate and manage content for staff facing channels including newsletters and intranet
- To write and manage the production of an annual review of CABI's work

Key accountabilities:

- Develop media relations strategies for specific strategic priority areas, themes, projects, and campaigns in order to meet business objectives
- Work with other Marketing Managers to implement communications activity globally, including promotion of projects and CABI's regional centres
- Influence and build relationships with the media, journalists and key CABI stakeholders
- Keep abreast of topical issues and long-term media coverage in the fields in which CABI operates in order to target appropriate outlets for potential coverage of CABI's activities
- Create stories, commission positioning papers, and write and produce press releases and articles to achieve above coverage; identify appropriate means of distributing press releases and maximising press coverage in different countries by, e.g. pursuing and managing relationships with external PR agencies and collaborating with Marketing Managers and staff in CABI's centres
- Support CABI Publishing Sales & Marketing team to promote CABI publishing products through print, broadcast and social media
- Increase engagement with CABI's social media platforms, primarily: Facebook, YouTube, Linked-In, Google+

- Develop new consolidated blog platform, with growing numbers of internal and external contributors, and increased readership.
- Create store of engaging content, plan and deliver the content via media and social-media according to timetabled distribution plan
- Working in conjunction with HR, develop an internal communications plan and manage internal communications channels, including newsletters and intranet (SharePoint)
- To manage the corporate messaging elements of cabi.org, including news and “about us” sections.

CANDIDATE PROFILE

Knowledge & Skills

- Sound understanding of PR techniques including writing for print, online and broadcast media and speeches/presentations, as well as working with journalists
- Sound understanding & experience of successful social media plans and implementation
- **Excellent communicator**: Articulate, persuasive and confident; provides clear, concise verbal and written communications. Offers views and opinions to enhance discussions at all levels and can make decisions. Openly communicates in an enthusiastic and motivated manner.
- Excellent planning and time management skills
- Excellent project management skills
- Knowledge or qualifications in agriculture / bioscience

Education & Qualifications

- Educated to degree level or equivalent

Experience

- Significant experience in a PR or Communications role
- Experience of managing and implementing successful social media campaigns
- Experience of working in International Development arena

Personal Characteristics

- **Team player**: Works effectively with a wide range of individuals, including senior directors and scientific staff to achieve CABI’s aims. Able to achieve goals through persuasion and diplomacy
- **Results driven**: Sets challenging goals. Self-motivated. Looks to continuously improve processes. Highly organised but flexible to change. Actively prioritises activity and meets deadlines
- **Embraces change**: Has a positive outlook on new developments. Challenges status quo to create improvement. Seeks input from others to generate best solution
- **Creative thinker**: Relishes finding ways of achieving positive press coverage and delivering innovative social media campaigns.

NOTE

This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular changing corporate requirements and individual development needs.



Equal Opportunities

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

HOW TO APPLY

To apply please send a covering letter detailing how you meet the candidate profile and a full CV quoting Job Reference 31/2017 to recruitment@cabi.org Please state where you saw this advertisement.

Please note , there is no closing date for this advert, and it will remain open until we have successfully recruited