

Communications Job Description

Communications Manager

Reports to: FishWise Senior Project Director

The FishWise Communications Manager works collaboratively in a dynamic organization to, support, and execute integrated, strategic and tactical communications across the organization.

The successful candidate will be a superior storyteller. They will be a resourceful and effective content producer who can solve problems quickly and take action to elevate awareness about FishWise's work, capitalize on opportunities and celebrate successes. The Communications Manager will gather, create and edit content for external audiences through multiple channels and mediums.

They will be a convincing and authentic representative of FishWise, able to connect effectively with staff across the organization and FishWise stakeholders. They must have a deep interest in and a commitment to FishWise's mission.

THE ORGANIZATION

For 20 years, [FishWise](#) has worked closely with the seafood industry to foster leadership in sustainability. We believe that the seafood industry not only has serious impacts on the health of oceans and the welfare of its workers, but also the potential to make an enormous contribution to the health of our planet and its inhabitants. Through our partnerships and extensive networks, FishWise offers pragmatic approaches and credible guidance for companies, NGOs, and governments to tackle some of the toughest challenges in sustainable seafood. By addressing environmental issues in fisheries and aquaculture production, improving traceability, and by catalyzing industry action toward social responsibility and decent work for all workers, FishWise aims *to sustain ocean ecosystems and the people who depend on them by transforming global seafood supply chains.*

FishWise achieves measurable impact through:

- **Direct Supply Chain Engagement:** FishWise works in partnership with individual companies across the seafood supply chain to address environmental, social, illegal fishing, and traceability risks in their business and across their supply base.
- **Collective Industry Engagement:** FishWise works with coalitions of industry, NGOs, and other stakeholders to drive and scale change across groups of supply chain actors. This includes directly convening groups or supporting and collaborating with preexisting groups.
- **Governance Reform:** FishWise works in strategic partnerships to inform governments and regulatory bodies responsible for setting the rules all supply chain actors must follow to ensure compliance and accountability for all.

RESPONSIBILITIES

- Develop an annual communications plan that spans all platforms (e.g. website, social media, newsletters), working with the Leadership Team and Executive Director to prioritize the most effective efforts and align with FishWise’s strategic goals, brand, and expertise in the sustainable seafood movement.
- Establish and track metrics to evaluate the effectiveness of FishWise’s communications, including audience reach, and make recommendations to increase collaborative, fundraising, and business development opportunities.
- Manage and maintain FishWise’s regular online presence (website and social media), which includes written and visual content and technical troubleshooting.
- Identify timely opportunities and manage periodic communications, develop and layout content across multiple platforms, ensuring consistency in messaging. Includes social media, press releases, blogs, newsletters, annual impact reports.
- Work closely with FishWise teams to support respective communications projects (e.g. presentations, blogs, fundraising collateral, business partner reports); ensure alignment with FishWise brand and strategy.
- Stay abreast of key developments, current issues, and events in seafood sustainability as they relate to FishWise’s work.
- Build, maintain, and develop FishWise’s media relationships.
- Lead organizational rebranding efforts with the incoming Executive Director.
- Through everyday actions, contribute to an organizational culture of diversity, equity, and inclusion, high performance, continuous improvement, and innovation.

KEY SKILLS AND EXPERIENCE

- Superior writing, editing, and verbal communications skills and ability to “translate” technical language into compelling and accessible information.
- Experience in communicating to a diverse set of audiences: government, non-profits, businesses, and the public.
- Team player with demonstrated ability to work well with others.

- Project management: proven ability to to manage multiple large projects and deadlines, proactively identifying and addressing competing deadlines.
- Experience with social media strategies and execution, brand development, public relations, media, and content development, and proven track record in using technology to identify and effectively communicate with diverse audiences.
- 5+ years of related experience in journalism, public relations, or marketing.
- A bachelor's degree in journalism, communications, marketing, or a closely related field is preferred; an equivalent combination of education and experience is also considered.
- Proficient with Google Suite, WordPress, Microsoft Office, Slack, Zoom, and other relevant communication platforms and software
- Passion for working in a mission-driven organization.

PREFERRED SKILLS

- Graphic design, page layout and photography.
- Experience using Customer Relationship Management software, like Zoho.
- Video editing skills.
- Previous experience in sustainable seafood or fisheries conservation.

HOURS & REQUIREMENTS

- This is a full-time position. Work hours: Monday – Friday, 9:00 A.M. – 5:00 P.M. (PST or EST, with flexible scheduling options contingent on supervisor’s approval)
- FishWise is headquartered in Santa Cruz, CA. This position has the option to be fully remote.
- United States work authorization is required.
- Evening and weekend work will sometimes be required.
- Occasional business travel and personal transportation are required.