



JOB DESCRIPTION

Job Title	Maritime Communications Manager
Department	Communications Department
Reports to	Director of Communications
Direct reports	None
Contract type	Permanent
Location	TBC

Main Job Purpose

The ITF Maritime Communications Manager will help enhance the organisation's position as a global voice of labour, mobilise support for the ITF's campaigns, and to develop communications, media and digital organising strategies that advance the ITF's three strategic directions:

Main objectives of the job are to:

- Deliver communications strategies across ITF's maritime sections and departments with clear vision, objectives and priorities, in collaboration with the Director of Communications and Maritime Coordinator.
- Identify and integrate relevant new media and digital tools to organise, advocating on the organisation's issues, content creation, increasing member and community engagement, and actively generating media interest in ITF campaigns.
- Work collaboratively with ITF's communications, campaigning, organising and maritime teams to expand ITF's reach, build support for the organisation's campaigns, and drive online and offline engagement and activation of its members.

Main Responsibilities

Strategy Development and Implementation

- Developing, implementing and evaluating communication strategies for ITF's maritime sections and priority campaigns at the direction of the Director of Communications
- Creating and implementing forward-thinking communications strategies and messaging to target diverse audiences, including members, allies, the media, policy makers, and political leaders
- Developing and executing media strategies, and strategic analysis of ITF maritime sections' media positioning to identifying gaps and opportunities that drive media and brand strategy in accordance with organisational strategy
- Developing strategies that activate growth and strengthen ITF's campaigning and digital organising capacity, including activation of an online network of members and supporters engaged in our campaigns

Campaigns and Communication

- Managing the content creation, production and dissemination of media releases, opinion, briefings, reports, and social media and web content for ITF's maritime sections
- Evaluating digital content, media and campaign metrics to guide and inform future strategies as part of a culture of continuous, data-driven learning and evaluation
- Providing communications support to maritime staff and affiliates on communication on digital strategy, campaigning and media relations



Administration of Staff and resources

- Effectively manage communications strategies for maritime managing and collaborating with the communications team and external contractors and agencies to achieve ITF communications goals and strategic directions
- Support the Director of Communications with departmental planning and budgeting as required
- Enable a culture of open communication between employees and senior management to enhance employee engagement with ITF, its mission and values

Other

- Providing support to ITF maritime section conferences and committee meetings
- Regularly reporting to the Director of Communications on all progress, challenges, and successes of ongoing projects, and proactively escalating issues, observations, opportunities and insights to the team
- Undertake any and all duties commensurate with the grade of the post as directed by General Secretary to meet the needs of the organisation

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Education level, qualifications or equivalent	Graduate qualification in Communications or Marketing, or equivalent experience.	Relevant Master's degree; or equivalent qualification or experience
Knowledge, experience and technical skills	<p>Demonstrated commitment to trade unionism, progressive politics and social justice.</p> <p>Proven knowledge of communications, digital organising and campaigning.</p> <p>Experience in communications planning and capacity building in large, multi-cultural organisation.</p> <p>Strong news sense ability to identify media opportunities and secure media coverage.</p> <p>Knowledge of trends of digital organising and of best practices for communicating via email, Facebook, Twitter and other social media platforms.</p> <p>Familiarity with a range of new media tools, online campaigning tools, tactics and strategies, and openness to expanding skills in this area.</p>	<p>International trade union experience</p> <p>Proven experience of working with NGOs</p>
Personal attributes/skills	<p>Strong writing skills for print and online formats, strong sense of effective story-telling and proven ability to write quickly, concisely and persuasively.</p> <p>Excellent oral communications skills and fluent in the English language</p>	Fluent in second language



	<p>Demonstrated proficiency with Adobe Creative Suite; customer management databases (CRM); and Microsoft office packages.</p> <p>Strong interpersonal skills, and ability work effectively in a political environment and develop effective relationships with colleagues and stakeholders.</p> <p>Ability to work independently, handle multiple priority projects, and meet deadlines</p> <p>Ability to think strategically, interpret and analyse complex issues from both qualitative and quantitative data with speed and accuracy, and communicate them effectively and credibly to different audiences</p> <p>Highly skilled at building effective working relationships with colleagues and stakeholders both inside and outside the organization</p> <p>Ability to work effectively in a political environment, maintain effective relationships with affiliates and demonstrating political awareness</p> <p>Exceptional attention to detail and ability to work simultaneously on multiple priorities</p> <p>Able to motivate staff, set clear expectations around performance, identify clear measures for progress, and tackle poor performance promptly</p> <p>Ability to exercise initiative, discretion, and judgement</p> <p>Sound research skills and proven experience in analysing strategic research to support communication campaigns</p> <p>Able to challenge constructively, influence stakeholders and drive change</p> <p>Ability to work under pressure and work effectively in a crisis</p> <p>Ability to plan and lead projects following tight deadlines</p> <p>Ability to work collaboratively and as part of a team</p> <p>High ethical standards, methodical and diligent, whilst keeping in mind the values and objectives of the organisation</p> <p>Proactively identifies opportunities and problems. Contributes ideas for solutions; and works to understand how to create positive change</p> <p>Ability to maintain resilience and a positive outlook</p>	
--	--	--



	Respects and values equality and diversity and has an understanding of how to support this in operational activity	
Practical requirements e.g. hours, requirement to travel	Ability to undertake international travel, as required Ability to work flexibly, including working out of office hours, as required	