Job opening: Communications Manager

1. Background

We, the Global Coffee Platform (GCP), are an inclusive multi-stakeholder sustainability platform that enables the coffee sector’s journey towards sustainability. We believe that sustainability is a shared responsibility. Our shared vision is a thriving, sustainable coffee sector for generations to come. To achieve this, we focus on improving the livelihoods, ecosystems and resilience of coffee farming communities and the sector as a whole. We enable producers, roasters, traders, governments and NGOs to align and multiply their efforts and investments, collectively act on local priorities and critical issues, and grow and scale successful sustainability initiatives across the coffee world.

As GCP, we convene public and private sector stakeholders to create a common understanding on the most critical sustainability challenges at a producing country level. We strengthen public-private collaborations through national coffee platforms to improve the business environment for sustainable coffee. We offer our members the opportunity to engage through action-oriented initiatives on local priorities and pressing issues. We facilitate measurement of sustainability progress and encourage our members to increase their sustainable coffee purchases.

In order to make this happen, we work in the GCP Secretariat in an open and friendly international team. We organise our work effectively, flexibly and innovatively, using agile methods and valuing positive cooperation and communication. We enjoy building bridges across the coffee world and within and between the private sector, public sector and civil society. We embrace learning and constantly developing our tools and ways of working further. As the world changes, the coffee sector changes and so does GCP – as part of our team you can shape GCP of the future and help to build a sustainable coffee sector.

2. Role & Responsibilities

The Global Coffee Platform is looking for an experienced, motivated and creative Communications Manager to lead the communications work of the Global Coffee Platform, operating within a dynamic, committed and effective international team.

You will be in charge of producing high-quality content that engages members and builds brand recognition. Your work will be key to translate pressing sustainability issues into business interest and collective action, building trust and bridges between diverse public-private stakeholders in the coffee sector.

Your main duties will include creating informative content, press releases, articles, and media opportunities to share our organizations’ work and value and to contribute ideas to the development of our organization.
Key responsibilities of the Communications Manager include:

- Develop and deliver effective communication strategies that build member loyalty, brand awareness and member satisfaction as well as extend the reach, influence and online presence of the Global Coffee Platform and its broad network of Country Coffee Platforms.

- Plan and manage the production and publishing of compelling and creative communications products and marketing materials, including articles, press releases, presentation slides and speaker notes, videos and our monthly GCP Espresso newsletter.

- Maintain and further develop GCP’s communications channels, including GCP’s website and social media platforms in close cooperation with colleagues.

- Collaborate with external communication consultants and service providers as necessary through oversight of communications tasks, delegation of work, smooth and efficient delivery on time.

- Collaborate with colleagues of our international team and the diverse Country Platforms, particularly to align and amplify global communication efforts and to create communication and marketing strategies for new GCP initiatives, tools, events.

- Proactively develop relationships with selected external specialists particularly from coffee media that are strategic to increasing our reach and influence.

- Coordinate the organization of GCP’s Membership Assembly, and coffee sustainability conferences.

3. Profile & qualifications

To be successful as a Communications Manager within GCP you have to be proactive and hands-on. You are a team player who knows how to really take on the role of members in a discussion about the communication tactics within the GCP team. You have a lot of knowledge about communication strategies and tactics and are used to work under pressure and act swiftly when needed.

For the Communications Manager, we are looking for an individual with the following experience and skills:

Knowledge and experience

- 5+ years work experience in communication, journalism, public relations or a related field.

- A degree or extensive training in communications, or related field
• Strong grounding in strategic communications and private sector perspective
• Experience to manage external communication service providers
• Experience to work in an international, multicultural environment
• Experience on Sustainability Communication
• (ideally) Work experience in coffee sector and/or multi-stakeholder/membership organizations

Skills and abilities

• Strong organizational, critical thinking and analytical skills, as well as attention to detail
• Excellent, clear communicator with demonstrated ability to communicate and coordinate among global internal and external stakeholders of various levels and backgrounds
• Ability to translate communication strategies and tactics into tangible action
• Ability to manage multiple workstreams and consistently meet deadlines
• Ability to work in a fast-moving setting under pressure and to tight deadlines
• Excellent verbal and written (near) native communication and story-telling skills in English is a must, mastering other coffee language(s) is a plus
• Passion for sustainable coffee!

4. What we offer

GCP offers a dynamic international environment and an enthusiastic and passionate team. As a GCP team member you can contribute to positive global change in the coffee sector.

This is a full-time position (succession opening, 40 hours per week) with a period of employment of initially one year, extension desired. It is preferably located at the GCP Secretariat in Bonn, Germany. Our office language is English.

Envisaged starting date: 1 August 2020.

We offer an attractive salary package to the successful applicant commensurate with skills and qualifications. Our contracts include 30 days of paid annual leave per year, in addition to all German public holidays, and further fringe benefits.

5. How to apply

Please send your application in English (letter of motivation, Curriculum Vitae, reference letters or reference contact details) with likely start date and salary indication by email to Selina Härtel from our HR consulting firm p4d: gcp-staff@partnership-for-development.org.
We would appreciate if you could send us a sample of your work with your application, e.g. article, blogpost, video.

The deadline for applications is 8 June 2020. Please refer to “Communications Manager” in the subject line of your email. Applications will be treated with all due discretion.

We plan to hold a first round of online interviews with shortlisted candidates within 2 weeks after the application deadline.

For more information about the Global Coffee Platform please visit: www.globalcoffeeplatform.org