

# Communications and Events Manager

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## Job Description

### About the Business and the Role

Bonsucro is a not-for-profit organisation made up of over 500 members from across the global sugar supply chain - farmers, millers, retailers, end buyers of sugar and sugarcane by-products, agri-business and civil society groups. We manage the most credible global performance framework for sustainable sugarcane production. We use this to inform, improve and inspire a membership community of change.

Responding to stakeholders and recognising significant shifts in industry and development thinking (role of certification and standards organisations), Bonsucro is repositioning itself to become the **global change platform for sugarcane**.

Bonsucro's **vision** is a sugarcane sector with thriving, sustainable producer communities and resilient, assured supply chains. Our **mission** is to ensure that responsible sugarcane production creates lasting value for the people, communities, businesses, economies and eco-systems in all cane-growing origins.

### Job Purpose

As Communications & Events Manager, you will take ownership of the development and implementation of Bonsucro's communications strategy (principally external, also encompassing some elements of internal communication), and its operational delivery, as well as the day-to-day management of Bonsucro's communications function. A pivotal part of this role is to provide other staff, the Bonsucro board and external stakeholders with the tools, resources and confidence to communicate about Bonsucro effectively.

The role includes oversight of logistics and communications for the annual Bonsucro Global Week and communications support for other events.

The Communications and Events Manager role will report to the Head of Corporate Services, as part of a small team ensuring effective operations at Bonsucro. The position is to be based at our central office in London UK and requires some occasional overseas travel.

## Personal Specification

You are passionate about building and being part of a high-performance team. With experience in developing and administering on-point, effective communications, branding and marketing functions, you have the ability to manage and nurture service relationships. You are proactive and positive in your approach and a doer who ensures that actions are prompt and resolved to completion. Understanding the importance of mastering the details you also keep an eye on the bigger picture vision. You are reliable and honest, acting with the highest level of integrity at all times.

## Job Tasks and Responsibilities

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### Strategy and Execution

- > Develop and implement effective communications strategies by working with functional and regional teams, using effective communication channels and media services.
- > Management of communications function
  - Proactively support and advise functional teams on communications.
  - Own the effective operation of social media channels to aid community building.
  - Lead the communications working group.
  - Draft key messages, articles, press releases and statements.
  - Develop compelling sustainability 'impact' stories around regions and sustainability issues.
  - Manage the website and keep it up to date
  - Build photography, video and graphic resources.
- > Brand management
  - Ensure internal and external adherence to brand guidelines.
  - Work with the Standards team in developing and implementing an effective claims and labelling process.
  - Maintain and optimise an effective public facing website and social media presence.
- > Bonsucro Global Week
  - Oversee logistics planning and delivery
  - Manage and deliver communications and promotions related activities
  - Supervise relevant staff resources
- > Coordinate and monitor service sub-contracts in support of delivering communications services and products.
- > Manage the delivery and development of Bonsucro communications, marketing and promotions processes and on a day to day basis
- > Develop and carry out monitoring processes for effective communication strategies / channels

## Leadership and People Management

- > Nurture and maintain a positive office environment and culture through both individual and team engagement.
- > Provide feedback, guidance and direction as needed
- > Supervise Communications & Events Coordinator
- > Expand best practice and consistency across the entire organisation.
- > Highlight exceptions and risk immediately to the Head of Corporate Services as they arise for discussions and resolution.

## Stakeholder and Relationship Management

- > Proactively retain and nurture existing service partnerships and manage delivery toward contractual agreements.
- > Work together with the other staff to execute the provision of exemplar communications, marketing and promotions operations across Bonsucro.
- > Act as a representative of the company, where relevant, with both internal and external stakeholders.

## Reporting and Analysis

- > Work together with staff to deliver required communications and updates to members (regular updates, Outcome Report etc)
- > Share regular operational progress updates with the CEO, SMT and respective programme managers.
- > Periodically review and analyse progress and provide findings and recommendations of areas of improvement.
- > Provide reporting and updates on KPI and goal progress.

## Criteria

### Essential Criteria

- > Significant prior experience in development and implementation of communications strategies and a full range of media services.
- > Strong technical acumen in relation to all aspects of communications and events delivery
- > Previous experience in managing moderate budgets
- > Significant experience in writing, editing and content production
- > An engaging writing style and the ability to convey complex messages to a variety of audiences
- > Editing and proofreading skills for a range of media (online and print), including the ability to convey complex ideas clearly and simply.

- > Strong time/process management skills and ability to establish priorities and work to deadlines.
- > High level of communications IT proficiency:
  - Adobe Creative Cloud (including Illustrator, Photoshop, PremierePro & InDesign),
  - WordPress
  - Mailchimp
  - HTML & CSS, plus some knowledge of PHP
  - Salesforce
  - Microsoft Office
- > Knowledge of and experience in working professionally with online tools and social media
- > Ability to work effectively as part of a team and build strong relationships across the organisation
- > Excellent communication skills, both verbal, written and visual.
- > Self-motivation and flexibility to deal with a range of tasks in a growing organisation

#### Desirable Criteria

- > Experience in managing global communications programmes
- > Previous exposure to sustainable agriculture commodity programmes.
- > Proven networks within service providers and technical resources aligned to communications, media and events servicing.
- > Ability to speak additional languages, especially Spanish and/or Portuguese

## Other information

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<b>Service</b>	Management Team
<b>Grade</b>	4
<b>Salary band</b>	36,000 – 45,000
<b>Reports to</b>	Head of Corporate Services
<b>Location</b>	London based
<b>Travel</b>	Occasional overseas travel will be required

*This job description reflects the core activities of the post. As the service and the post-holder develop, there will inevitably be some changes to the duties, and possibly to the emphasis of the post itself. We expect that the post-holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary. The line manager will consult the post-holder if significant changes to the job description become necessary. Any changes will be reflected in a revised job description.*

## How to apply

Please send your CV along with a statement explaining how you feel you can meet the requirements of this role to [recruitment@bonsucro.com](mailto:recruitment@bonsucro.com) The deadline for applications is **25 October 2019**. Please note that we will only be contacting shortlisted candidates.