



**POSITION:** Head of Strategic Stakeholder Engagement

**REPORTING TO:** Chief Executive Officer

**REMUNERATION:** Negotiable

**LOCATION:** Nelson Mandela Bay, Eastern Cape

**START DATE:** ASAP



### **Background**

Sustainable Seas Trust (SST) is a science-based organisation that works to protect Africa's marine resources for the benefit of all who live on the continent. As a registered international charitable trust, an NPO and PBO, the organisation operates exclusively for charitable, scientific, educational, socio-economic and philanthropic purposes. The overall impact SST aims to have, across societies, businesses and governments alike, rests heavily on an effective communications and marketing strategy.

Awareness and communications strategies are fundamental in influencing people's knowledge and attitudes, and therefore the actions they take. Given the integral role humans play in conserving biodiversity and considering the damage that can be wrought through their destructive actions, a comprehensive targeted awareness and communications strategy can offer a powerful means to help SST achieve its conservation goals.

### **Purpose of the Position**

As a multi-stakeholder organisation, with a vision of clean, healthy seas and flourishing communities living alongside them, and a mandate to facilitate best practices across Africa to ensure the conservation and wellbeing of our seas, the impact of Sustainable Seas Trust (SST) relies on creating and sustaining interconnectivity between civil society, business and governments, within a cohesive, intentional strategy.

The Head of Strategic Stakeholder Engagement will, with the support and guidance of the CEO, design the strategic engagement vision for SST across Africa, including all necessary stakeholder groups, to achieve specific marine conservation and societal objectives. This individual will identify the necessary relationships that SST must hold to build an African-wide network of partners with global impact and guide the design of the strategy required to achieve this (to be executed by the Network Relationship Manager).

The Head of Strategic Stakeholder Engagement will additionally, with the support and guidance of the CEO, design the supporting comprehensive communications plans to the engagement vision (to be executed by the Marketing and Communications Manager) and the organisational fundraising strategy (to be executed by the Fundraising Manager).

## **Context**

Developing and implementing stakeholder engagement strategy and partnering model, developing and elevating strategic partnerships, developing and implementing effective communication plans with clear and targeted messaging to internal and external stakeholders, and supporting programmatic work around stakeholder engagement are all central to this role.

## **Roles and Responsibilities**

- Strategic oversight of SST engagement with stakeholders across international multi-lateral and bi-lateral agencies, all tiers of government, formal and informal industry, academia, relevant and prominent NGOs and NPOs, facilitation agencies, youth, consumers, communities and other parties to establish strong working relationships with common objectives.
- Development of a strategic stakeholder engagement and management plan (including ranking, mapping, monitoring and evaluation) to grow SST's network of influence into Africa.
- Development of a comprehensive communications strategy, aligned with the overarching stakeholder engagement strategy, to grow SST's brand recognition across Africa.
- Management of the mid-level managers reporting into this position, providing guidance, and directing their workload activities to ensure timescales and requirements are met.
- Overseeing all strategic publications and communications outputs produced by SST, including (but not restricted to) the Annual Report and organisational newsletters.
- Working collaboratively with other members of the SST team as needed.
- Management of all external service providers that support communications and marketing activities for the organisation, including workflow processes, project management and financial spend.
- Financial management of the allocated budget in line with SST's strategic financial objectives, including preparing and understanding budgets vs. actuals, disbursement planning, and forecasting.
- Providing input into reports for Trustee meetings as needed.

## **Key Deliverables**

1. Stakeholder engagement and management strategy, with clear, targeted messaging aligned with SST organisational objectives.
2. Communications strategy, including:
  - a. Monthly newsletter distribution plans, including B2B and B2C lead generation.
  - b. Monthly social media plans, including community management.
  - c. Annual social media campaigns.
  - d. Other necessary activities to achieve the SST communications objectives.
3. Quarterly management, performance reviews, and financial reports, as required.

## **Experience and Skills Required**

- Demonstrated experience in developing and successfully implementing stakeholder engagement plans.
- Demonstrated experience of managing engagement with more than one of the stakeholder groups referred to above.
- A Master's degree in Marketing, Communications, Public Relations, Business Administration or similar field.
- A minimum of 10 years' experience in a similar role.
- Work experience in the not-for-profit or non-governmental sector preferred.
- Demonstrated proficiency in internet marketing techniques, technologies, and solutions.
- Excellent understanding and familiarity with brand building and brand management.

- Appreciation and understanding of differing African cultures and nuances.
- Proven resourcefulness and ability to work and multi-task under pressure, respond quickly to changing situations in complex environments, prepare responses/narrative quickly and clearly, and use personal initiative.
- Good interpersonal and networking skills, highly articulate team player.
- Strong project management and people management skills.
- Familiarity with using various CRM systems essential.
- High degree of accuracy in executing work.
- Ability to schedule work and deliver to tight deadlines.
- Broader project communications experience and skills desirable.

### **How to apply**

Interested applicants should submit the following by e-mail to [loba@ngorecruit.com](mailto:loba@ngorecruit.com) quoting reference number **NST001**:

- A CV in word or PDF format (please include 3 references)
- A 1-page cover letter outlining how your skills and experience align with Sustainable Seas Trust's mission and the unique qualities you will bring to this role

Application Deadline: 20<sup>th</sup> April 2022.

Interested applicants are encouraged to **apply ASAP**. Only shortlisted candidates will be contacted.

For more information about mothers2mothers, visit their [website](#) and social media pages: [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).