

POST DESCRIPTION FOR A COMMUNICATIONS SECRETARY OF HELCOM

The Communication Secretary will implement the existing Communication Strategy and elaborate new strategies for increasing political and public interest in the Baltic Sea environment and the work of HELCOM. This is to be done in close coordination and cooperation with the Contracting Parties to the Helsinki Convention.

To this end the Communication Secretary shall, under the direction of the Executive Secretary, *inter alia*, provide guidance to and supervise the daily implementation of the activities under his/her responsibility, including:

1. identify and produce relevant information and use the optimal means of supporting the implementation of HELCOM strategies and policies through communications and outreach;
2. actively take part in and contribute to HELCOM processes as well as search for and synthesize any relevant information, with the aim of possessing a broad and in-depth understanding of HELCOM issues;
3. provide support for the development and execution of the HELCOM policy for information and awareness with the aim of influencing the political constituencies in the Contracting Parties in relation to the priority issues of HELCOM;
4. assist in identifying relevant and interested data providers for the HELCOM information network, and be responsible for HELCOM's contacts with those providers;
5. write, edit, and disseminate content, including publications of various kinds, press releases, articles, website content, annual reports;
6. draft speeches presentations and talking points for senior HELCOM staff and other material that communicates the activities of HELCOM to the media, stakeholders and the general public;
7. develop and edit the contents of the HELCOM website, including employing the possibilities of the social media (e.g. Twitter, Facebook, LinkedIn) and non-conventional and innovative means of communication;
8. act as direct line manager for the HELCOM Communications Officer.

Qualifications: Experience in communications, public relations or journalism, preferably within the environmental field, and a minimum of five years of relevant professional experience, of which at least two at the international level.

Current knowledge of information management systems, word processing and office suite software and communications systems. Web editing skills, knowledge of the Internet and related applications as well as social media. Knowledge of image editing and publication software.

Language requirements: Full proficiency in English. Experience in writing content and communications material in English.