The Global Crop Diversity Trust is an international organization with Headquarters in Bonn, Germany whose mission is to ensure the conservation and availability of crop diversity for food security worldwide. For further information about the Global Crop Diversity Trust, consult the web page at http://croptrust.org

The Global Crop Diversity Trust is seeking candidates for the position of:

**Outreach and Engagement Specialist**

The Crop Trust’s Communications program will deploy a largely digital-based strategy to increase the global awareness of the work of the Crop Trust and its science; raise the conservation and use of crop diversity higher on the global development agenda in support of global food and nutritional security; and accelerate delivery of the Crop Trust’s mission and outcomes.

The ideal candidate should have a passion for campaigning, events, and working with the media, and possess a solid understanding of the latest trends in digital marketing. With a passion for science communications, this person would be a strong writer and take pleasure in taking complex research findings and making them accessible for different audiences.

The candidate should have a creative, out-going personality, and strong experience delivering high-quality communications products and content on time. The person should have experience working with high-caliber, teams of dedicated communication and knowledge-sharing professionals.

**Key Result Areas:**

Expand and implement the Crop Trust’s outreach strategy through targeted communications and the delivery of digital campaigns. Client reach is expanded.

Success is measured through digital KPIs and anecdotal evidence of reach and influence. The achievement of project communication deliverables.

**Key Accountabilities:**

- Implement the Crop Trust media and outreach strategy and a creative, efficient, and impactful outreach program.
- Implement the Crop Trust media strategy; coordinate and monitor all media activity; develop and manage spokesperson roster; arrange media interviews for experts; draft/update media talking points (institutional and project).
- Through effective and creative use of communications platforms and tools, design and implement cutting edge outreach campaigns.
- Work closely with the Editorial Lead on content development and deliverables.
- Work closely with the Science Team to develop story leads and angles, while utilizing a combination of knowledge products and online platforms to promote Crop Trust science.
- Draft or oversee press releases, blog stories, multimedia packages and other communication products.
- Coordinate communication and outreach activities related to conferences and workshops - including
drafting event outreach strategies and management of event logistics.
- Oversee social media campaigns and align with and support outreach activities.
- Input into outreach budget planning.
- Oversee roster of consultants as needed

Qualifications, Technical Skills and Experience:

- A university degree in journalism, communications or a related discipline is essential; a Masters degree in a related discipline is desirable.
- 5 - 8 years of professional work experience in media/communications, preferably internationally.
- Event management experience is a plus.
- A strong, fast writer and editor with a flair for turning complex research findings into accessible content.
- Strong understanding and experience of social media.
- Experience working with the media; strong understanding of how media/the flow of news works.
- Experience in planning, implementing and evaluating outreach strategies.
- Experience in working for a research facility or within the development sector is desirable.
- Experience in Adobe Creative Suite highly desirable.
- An excellent command of the English language; other languages are desirable.

Personal attributes and competencies:

- Creative, positive, self motivated, outgoing; enjoy multitasking.
- A goal orientated high performer.
- Able to strategize at both macro and micro levels.
- A team player with outstanding interpersonal communications skills.
- Highly organized.
- Possess a strong client service approach.
- Proven ability to work well under pressure; have a sense of humor and enjoy the art of communication.

Terms and Conditions: The Crop Trust offers an attractive remuneration package including a competitive salary, non-contributory retirement savings plan, medical insurance and leave provisions. This is a General Service position classified as Level 3, the highest Level in the General Service Grade Levels. The salary for this position starts at Euro 40,000. Staff of the Crop Trust (including German nationals) are exempt from host country income tax. All benefits are denominated and paid in Euros. Relocation costs are not covered. The initial contract will be for a period of 3 years, subject to a probationary period of 12 months.

Applications: Interested candidates should submit the following (incomplete applications will not be considered):

1. A one-page summary of your qualifications and experience, indicating how you meet the expected set of skills and competencies for the position and your motivations for applying.
2. Your Curriculum Vitae in English (please include your current residence address, telephone, and email address, date of birth, gender and nationality);
3. Names and full contact details of at least three referees.

The above items should be sent to: Human Resources Office, Global Crop Diversity Trust, preferably by email at trustvacancy@croptrust.org Deadline for applications is 17 July 2020 or until position is filled. Alternatively, applications can be sent by mail to the following address: Global Crop Diversity
Trust, Platz der Vereinten Nationen 7, Bonn, Germany. All mailed applications must be postmarked by the above deadline. Please quote source of advertisement.

The Trust is an equal opportunity employer and strives for staff diversity in gender and nationality. All applications will be acknowledged, but only short-listed candidates will be contacted.