

Senior Communications Manager

August 2024





About Oceana

Oceana is the largest international advocacy organization dedicated solely to ocean conservation. Since its founding, Oceana has expanded its campaigns to nine coastal countries and the European Union and protected nearly 4 million square miles of ocean.

Oceana's Mission:

Oceana is campaigning around the globe to protect and restore the world's oceans.

The oceans connect us all. They cover two-thirds of our blue planet and contain most of the life on Earth. They are as important to us as they are vast.

But the oceans face many threats — from overfishing, habitat destruction, oil and plastic pollution, and the killing of threatened species like turtles, whales, and sharks. That's where Oceana comes in. Oceana wins science-based policies in important coastal countries that rebuild abundant and biodiverse oceans.

With more than 300 victories, Oceana's campaigns are delivering results.

A restored, healthy, and abundant ocean can help fight climate change, sustain livelihoods, and feed more than 1 billion people a healthy seafood meal every day, forever. Together, we can save the oceans and help feed the world.

Learn more about Oceana's [campaigns](#), [victories](#), and [expeditions](#).

How Oceana Works:

Oceana identifies practical solutions that will help our oceans and then makes them a reality. Oceana is ...

Campaign-Driven

Oceana creates strategic campaigns that make measurable progress to protect and restore our oceans. Oceana's campaigns are specific, targeted, and designed to be won in a three- to five-year timeframe. [Learn more about Oceana's campaigns.](#)

Fact-Based

Oceana relies on scientific research to help understand the ocean's problems and identify practical, effective solutions. Oceana conducts research on many issues that affect the oceans and marine life. This research helps inform Oceana's policy campaigns. [Read Oceana's scientific reports.](#)

Expedition-Powered

Oceana gets on the water with scientists, divers, photographers, campaigners, and artisanal fisher allies to bring important marine places to life and help make a stronger case for their protection. These expeditions have powered Oceana's campaigns and resulted in victories across the globe. [Explore Oceana's expeditions.](#)

Multi-Disciplinary

Oceana's scientists work closely with their teams of economists, lawyers, communicators, and advocates to achieve tangible results for the oceans. [Meet Oceana's staff.](#)

Supported by Citizens and Allies

Oceana has over 8.2 million supporters, including 1.5 million Wavemakers, who help them contact decisionmakers, spread the word, and make real change happen. [Become a Wavemaker.](#)

The Role

Role:

Senior Communications Manager

Location:

Washington, D.C.

Salary Range:

Competitive

Job Summary:

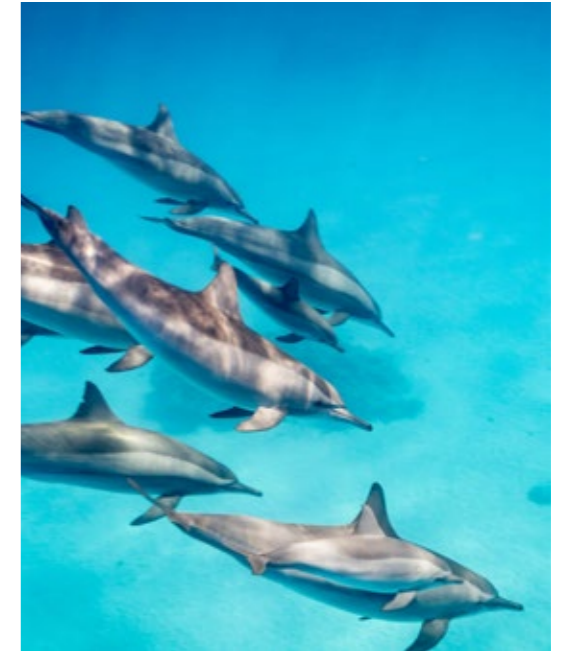
Oceana leads strategic, directed campaigns that achieve measurable protections for our oceans. We seek a passionate, driven and highly skilled communicator to help our U.S. campaign team save North Atlantic right whales from extinction and promote responsible fishing. Oceana seeks someone with PR agency-style instincts, strong media relationships and writing skills, and the ability to get people to care.

The qualifications of the Senior Communications Manager should include highly developed copyediting and writing skills; strong project management skills; the ability to work closely with multidisciplinary teams, including scientists, lawyers, fundraisers, and external partners; and the ability to manage in all directions. In a challenging policy and stakeholder environment, Oceana's communications team plays a critical role in communicating to influence change. The Senior Communications Manager will need to proactively identify and manage the execution of strategic communications activities and tactics to influence

decision-makers and increase public awareness and engagement for the campaigns. A comfort with rapid action and the ability to translate scientific terminology into accessible language with meticulous attention to detail is also a must.

This manager is responsible for end-to-end public relations management, managing initiatives through research, planning, implementation, and evaluation. This individual must cultivate and maintain successful media relationships to secure placements for Oceana's campaigns across all media. The individual must manage strategic relationships inside and outside the organization to facilitate our work and maximize Oceana's campaign visibility, including executives, campaign teams, digital and creative teams, partners, teams in other country offices consultants, influencers and celebrity supporters.

Candidates must manage competing priorities, thrive in a fast-paced environment under pressure with superior attention to detail and excellent written and verbal communications skills, problem-solving and excellent customer service skills, and be extremely organized and responsive. The Senior Communications Manager reports to Oceana's Senior Communications Director and is a member of the Global Marketing and Communications Department, working closely with the Campaign Director and team to advance Oceana's U.S. campaigns. This position is based in Washington, D.C. Limited domestic or international travel may be required.





Responsibilities

Communications:

- Serve as a communications lead for Oceana's U.S. campaigns. Develop and execute communications strategies for Oceana's campaigns, managing initiatives through research, planning, implementation, and evaluation.
- Maintain and leverage reporter relationships in mainstream and top-tier media, and through such cultivated relationships, secure references and quotes in the news by Oceana experts, to establish Oceana as the go-to source for subject matter relating to our campaigns.
- Through social media as well as traditional media, find and exploit opportunities to spread Oceana's campaign messaging, via letters to the editor, op-eds, editorials, and blog posts, through drafting, editing, and placing strategic opinion pieces.
- Serve as a campaign spokesperson where relevant.
- Secure speaking engagements for Oceana's campaign experts and provide support with logistics, presentation materials, and preparation.
- Translate scientific information into lay language, strategize and develop communications for targeted audiences and stakeholders (e.g., news media, government officials, donors, and public), and produce brochures, fact sheets, social media toolkits, presentations, website content, press materials, and more.
- Create materials and oversee the promotion of campaign work on social media and advertising channels, working

closely with Oceana's digital team to ensure a strong voice for our campaigns across the organization's social media channels.

- Provide writing and editing support for other campaigns, projects, and initiatives.

Project Management:

- Oversee the public rollout of campaign reports and projects, including managing timelines, budgets, reviews, production, release, and promotion.
- Oversee the planning, coordination, and execution of other high-profile strategic events and special projects, including campaign launches, media roundtables, and more.

Relationship & Training:

- Cultivate and manage successful media relationships in top local, regional, national, and international media outlets, and track press coverage tied to specific goals.
- Manage strategic relationships inside and outside the organization, including executives and campaign teams, the digital and creative teams, organizational partners, communications teams in other country offices for overlapping work, outside consultants, influencers and celebrity supporters.
- Manage outside vendor agreements with Oceana's legal department.
- Train other campaign staff to interact with the media, develop key campaign messaging.

Candidate Profile

Education and Experience:

- Bachelor's degree in public relations, journalism, communications, or related field; and five to eight years of public relations experience, with expertise in media relations, advertising, events, and project management; or equivalent combination of education and experience.

Skills and Knowledge:

- Strong PR instincts and drive to secure top-tier media coverage. Relationships with relevant reporters in mainstream media outlets.
- **Excellent interpersonal skills**, high EQ and builds trust in relationships. Able to work comfortably with a wide variety of diverse personalities, collaboratively as a team player in both lead and support roles. Proactive, with a positive, customer service attitude.
- Experience within policy campaigns, with instincts to know how to reach decisionmakers and lead them to act.
- **Strong journalistic writing skills** with excellent knowledge and use of the Associated Press Stylebook guidelines. Superb writing, editing, and verbal communication skills adaptable to a variety of audiences. Ability to synthesize complicated scientific jargon quickly and accurately for lay audiences. In-depth knowledge and use of social media tools, networks and online communities is a plus. In-depth knowledge of media tracking software, primarily Meltwater, is a plus.
- **Organizational skills and project management** ability, with superior attention to detail, ability to meet strict deadlines and work under pressure while maintaining humor and high energy, to adapt to a fast-changing environment, manage multiple assignments and coordinate with all levels within the organization. Ability to

approach problems with a sense of ownership, enthusiasm, and innovation. Ability to take initiative in suggesting new strategies and tactics to help Oceana's campaigns achieve their goals.

- Rapid bounce-back ability in response to disappointments, ready to think afresh, nimbly, and respond in ways that respect all relationships.
- **Independent and original thinker**, able to provide solutions both within the team environment and on their own. Comfortable with ambiguity and able to spot opportunities in times of change.
- Interest in ocean conservation.

Required Competencies:

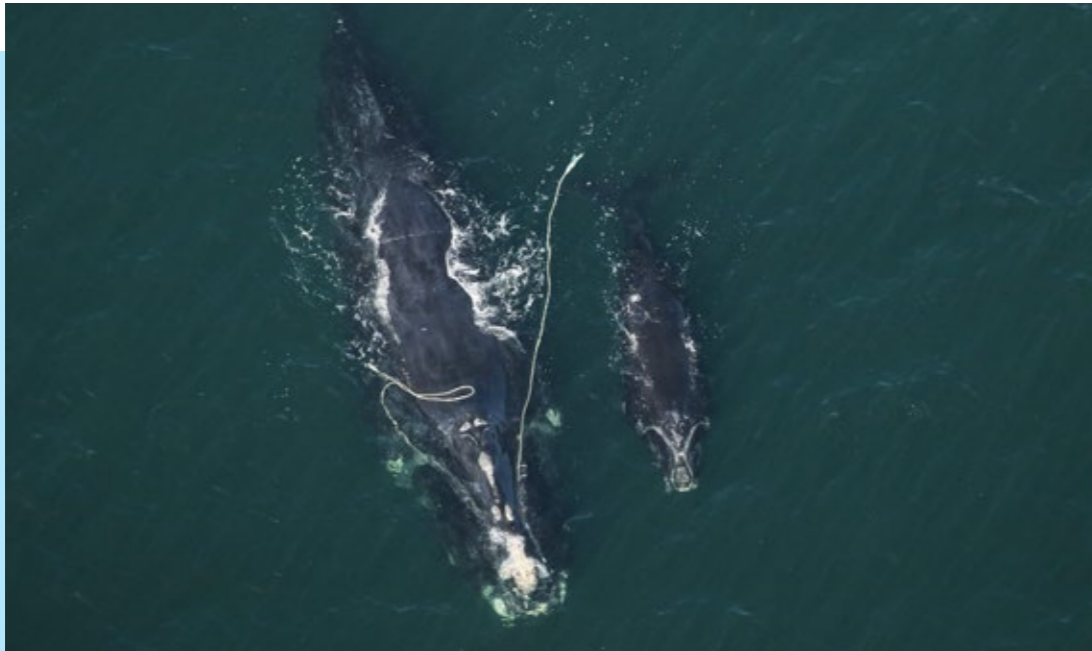
- **Action Oriented:** Makes things happen. Takes on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.
- **Instills Trust:** Gains the confidence and trust of others through honesty, integrity, and authenticity.
- **Ensures Accountability:** Follows through on commitments and makes sure others do the same. Has a reputation of taking ownership and responsibility for decisions, actions, and failures.
- **Effective Communication:** Understands the value of effective communication. Can deliver messages in a clear, compelling, and concise manner. Actively listens, checks for understanding, and adjusts content and style to meet the needs of different stakeholders.
- **Customer Focus:** Skilled at anticipating customer needs (internal and external) and providing services which exceed expectations. Establishes and maintains effective customer relationships.

- **Plans & Aligns:** Skilled at creating plans aligned with Oceana's priorities; enable individuals and teams to get organized, remain focused, and proceed with confidence.
- **Drives Results:** Skilled at communicating a vision, setting priorities, developing, and executing plans that achieve desired outcomes. Has an overall achievement mindset, action-focused approach, eager to take initiative.
- **Directs Work:** Provides direction, delegates, and removes obstacles. Sets clear expectations, tracks progress, and communicates information which others need.

Oceana values a diverse workforce and welcomes people different from each other in many ways, including characteristics such as race, gender, sexual orientation, religion, ethnicity, and national origin. Oceana considers all qualified candidates and seeks to recruit from a diverse candidate pool.

Note: Oceana requires all employees to provide proof of vaccination against Covid. Accommodation for new hires who have disabilities that make the vaccine medically inadvisable or those who have a sincere religious belief that the vaccine is impermissible may contact humanresources@oceana.org. Accommodation will be provided only as required by applicable law.

Oceana's US offices operate on a hybrid schedule and staff are required to work from their assigned office on Tuesday, Wednesday, and Thursday. With agreement between the employee and their supervisor, the employee may work from home Monday and Friday.



How to Apply

All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the “Apply” button on the job posting, complete our online application form, and submit your CV and cover letter as two different documents, which should be prepared before applying as they will be considered in the application process. The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit.

The document should be saved in PDF in the following format: Your First Name-Your Last Name-Document Name-Date (mmyy) e.g., Pat-Jones-CV-082024-Oceana or Pat-Jones-CoverLetter-082024-Oceana.

Timeline:

Closing Date: September 13, 2024; however qualified candidates will be submitted on a rolling basis. Applications encouraged ASAP

First stage interviews: TBC

Final interviews: TBC

Selection Process:

All candidates will receive an update regarding their application, as applications are reviewed on a rolling basis. We advise candidates to add the role email to their safe senders list and regularly check their spam folder.

Equality Statement:

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Queries:

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email at oceana-comms-manager@oxfordhr.com in the first instance.

About Oxford HR

Oxford HR is a B Corp certified leadership consultancy. Having worked within a diverse range of institutions, from not-for-profits and charities to governments and corporate environments, we've seen the powerful impact that the perfect team can have.

Finding innovative leaders can be a challenge; and yet their transition into leadership is vital to an organization's mission and success. We work across the globe to search for a support remarkable leaders and teams, improve their board effectiveness and support on a range of leadership functions. Learn more at: oxfordhr.com





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