

HCSA Communications Manager Position

About the High Carbon Stock Approach

The [High Carbon Stock Approach](#) Steering Group (HCSA SG) is a membership-based, multi-stakeholder initiative with a mission to end commodity-driven tropical deforestation by providing land managers with practical, credible, and inclusive tools for land use planning. The HCSA SG and the application of the [HCSA Toolkit](#) are supported by the [HCSA Secretariat](#) which is an internationally based team with its main office in Kuala Lumpur, Malaysia.

About the position

Working closely with HCSA's Executive Director as well as the HCSA Secretariat team, the Communications Manager will be responsible for leading communications for HCSA. This entails leading the development and execution of a communications strategy to successfully increase the awareness and uptake of the HCSA Toolkit(s), HCSA membership and overall support for the initiative. Other main duties include creating content for HCSA awareness building, internal and external communication, and marketing materials; press and social media management, supervising HCSA's junior communication officer. The ideal candidate will be an excellent communicator, with brilliant interpersonal and organisational skills.

This position is an exciting opportunity to work with an international multi-stakeholder initiative supported by Non-Governmental Organisations (NGOs), smallholders, communities, agricultural and forestry commodity production companies, consumer good companies and international initiatives and schemes to support the HCS Approach(s) reach and impact in tropical forests.

Responsibilities:

- i. Lead the development and execution of a HCSA communication strategy aligned with HCSA's [Strategic Business Plan](#) (2021 – 2025).
- ii. Oversee all internal and external communications for the HCSA:
 - Write and copy-edit material for HCSA publications, HCSA website and social media channels and other HCSA communication materials.
 - Lead the management and planning of HCSA launches, events, and promotions.
 - The design and production of all HCSA communication, awareness building and marketing materials.
- iii. Identify media and press opportunities including pitching story ideas and securing coverage in regional, national, international, and other relevant media and respond to press and other communication-related requests in a timely manner.
- iv. Oversee the commissioning of market/member/stakeholder research as needed.
- v. Produce regular media activity reports and other performance and impact reports for internal and external audiences.
- vi. Manage and liaise with the communications junior officer on HCSA Quarterly Progress Reports, HCSA SG newsletters, coordination with designers, proof-readers, and translators on design, editing and translation of HCSA materials

Qualifications:

- A degree in a relevant subject (e.g., communications, journalism, geography, natural resources management, conservation).
- A demonstrable enthusiasm for and understanding of HCSA's mission, strategies, and Approach(s).
- Knowledge of issues associated with deforestation, conservation, community rights, responsible land use conservation and management and proven ability to communication on these areas.
- Demonstrable experience with developing and executing communication strategies
- Excellent oral and written communications skills (Strong framing and messaging skills) that are adaptable to various offline and online media.
- Strong copywriting and content creation skills.
- Ability to multitask and monitor several projects
- Excellent and proven media relations skills.

Highly Desirable

- Highly developed interpersonal and team working skills, as well as proven ability to operate in a multi-cultural environment.
- Experience and/or knowledge of the High Carbon Stock Approach toolkit as well as concepts such as High Conservation Value, is preferable.
- Language skills in Indonesian/Spanish/French are an advantage.
- Ability and willingness to travel locally and internationally.

Pay, terms and conditions ¹

The HCSA will offer a competitive rate for this role. Benefits and other conditions of engagement will be discussed and negotiated with short-listed candidates, based on the type of contract agreed, as well as the experience and background of the candidate.

Location

The location of the role is flexible, but to facilitate smooth daily interaction with the HCSA Secretariat in the Netherlands and Malaysia KL, it would be ideal if the candidate is located in a time zone that can accommodate these regional time zones.

Duration and review

The role offered preliminary is a 16-month fixed contract, with a mutual break clause and performance review of six months. Ideal starting date is 15 October 2021.

HOW TO APPLY

Please apply directly to the HCSA Secretariat with your resume and cover letter via info@highcarbonstock.org, **by 16 September 2021**.

¹ Subject to the final approval of funding.