

CANDIDATE BRIEF: Communications Manager – March 2024



Fisheries intelligence,
analysis & capacity building
to combat illegal fishing

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Welcome

Thank you for your interest in becoming TMT's Communications Manager.

TMT is a small but highly active international not-for-profit organisation, a Stiftelse in our headquarters country Norway. In 2023 we celebrated 10 years since the organisation was first established.

TMT was founded to provide national fisheries authorities and international organisations with fisheries intelligence, analysis, and capacity building, targeting a reduction of illegal fishing and broader improvements in ocean governance, and this continues to be our core approach today.

For many coastal States in the Global South, and particularly in Africa where most of our work takes place, there is a large gap in the capacities of government fisheries enforcement agencies to be able to identify where and how illegal fishing may be taking place, and to take well informed actions against these fishing operations. This has hugely negative impacts on local livelihoods, food security, and marine species and environments in some of the most vulnerable countries in the world.

We aim to fill that gap by working closely with those governments to provide them with the information, the tools, and the training they need. Over the past decade we have built the relationships, methodologies, skillsets, and tools needed to effectively achieve our mission, and today TMT is internationally recognised for our intelligence-related capabilities, our fisheries analytical team, our tools, our regional and national inter-agency cooperation models, our training methods, and our trust-based and close technical working relationships with key States and non-State actors.

TMT, as compared to many other not-for-profit organisations, has historically maintained a low profile when it comes to communications externally. The main driver for this approach is that we are not a campaigning or advocacy organisation, but rather one that works in technical cooperation with our partners. This cooperation is predicated on maintaining strong trust-based relationships and celebrating the successes of partners rather than us.

Nonetheless, TMT is in the process of finalising a new five-year Strategy which identifies the need for increased public profile of our work and impact, particularly in the countries we work and within our broader operating environment. We still aim to not be a campaigning organisation or one that mistakes making a lot of noise with making a difference, but we do aim to have a recognised communications presence around the issues we work on. In addition to this strategic priority our role as a founding member of the Joint Analytical Cell, which has increasing communications needs, has led to this recruitment - our first staff Communications Manager role.

This is an exciting time to join TMT. The Communications Role will be central to the success of TMT's programmes and our next phase of work and growth. The successful candidate will provide a crucial supporting role to our highly experienced, effective, and motivated team, and will have the opportunity to contribute to making a real difference on one of the most crucial issues facing our seas and oceans today.

I hope you are motivated to continue reading this candidate brief and feel inspired to apply. We are excited to have a new Communications Manager on board!



Duncan Copeland
Executive Director

About us

TMT is a not-for-profit organisation that was established in 2013 with the express purpose of collaborating with and assisting countries that have capacity and resource gaps to adequately identify, analyse and apply fisheries intelligence in their fisheries monitoring, control, surveillance, and enforcement (MCSE) operations. TMT collaborates with and provides intelligence, analysis, and capacity development support to governments and international organisations, in support of fisheries MCSE actions and broader improvements in fisheries governance. While we work with governments and organisations worldwide, particular focus is on targeting illegal fishing and associated crime in and near African waters and working with African coastal States.

Our operations focus on collaborating with fisheries enforcement agencies and other relevant international partners. We conduct professional information gathering and analysis on illegal fishing and associated corruption, document and vessel identity fraud, fish laundering, labour abuse and other violations of relevant laws. We then provide results and recommendations to enforcement agencies and networks to enable the tracking and prosecution of the vessels and operators involved in these illegal fishing activities and related fisheries crimes. We also support partner countries with capacity development, through workshops, on the job training and mentoring – with a particular focus on developing the information channels, skills, and processes to effectively access and use fisheries intelligence. National and regional cooperation are crucial to these processes, and by supporting regional cooperation between countries, and inter-agency cooperation within countries, TMT helps to improve information sharing and cooperation to tackle fisheries crime.

By providing key information, training and guidance TMT can work with countries to take concrete actions to combat illegal fishing, which in turn acts as a significant deterrent to those wanting to engage in these activities. To support these efforts, TMT has developed and utilises cutting-edge tools. These include FACT - Fisheries Analytical Capacity Tool - a bespoke fisheries intelligence database and information tool, built with the express purpose of capturing and analysing the identities, operations and risk profiles of the global fishing fleet and the companies that operate it.

We call our approach the 'inside-out' model, in that we are working in close partnership with the relevant government agencies of our partner countries in a technical assistance role. Our intelligence and analysis are provided to inform partner country fisheries MCSE planning, risk assessment, and operations, and our training programmes are hands on and take a 'learning by doing' approach. We do not run advocacy or media campaigns. Ultimately fisheries enforcement can only be done by government enforcement agencies themselves, and TMT therefore focuses on building the mechanisms and trust-based relationships to enable us to provide technical assistance, where it is needed most.

Our small, diverse, and excellent team come from a range of professional backgrounds and experiences, and originate from 10 different countries. While TMT's head office is in Oslo, Norway, we have a decentralised structure with staff based in other locations in Europe, Africa and Asia. The working language of TMT is English, but each day you will hear French and Norwegian commonly spoken, and several other language capabilities form a core part of our approach. Key communication and cooperation structures have been put in place to ensure that such a diversity of locations and people work effectively together, but the most important factor is that we have built a team that are good at what they do, have a high level of respect for each other, and enjoy working together.

For more information, please see www.tm-tracking.org

Vision

Well-managed fisheries contributing to ocean health, food security, human rights, and robust ocean governance.

Mission

To collaborate with and assist States, inter-governmental organisations, and non-State actors to reduce illegal fishing and associated crimes.

Purpose

The purpose of TMT is to contribute to the reduction of illegal fishing and associated crimes. TMT will proactively identify, collect, and provide high quality fisheries intelligence, analysis, and research on organized illegal fishing and associated crimes. To achieve this, TMT will:

- 1) Prioritise maintaining a trusted and expert reputation as the source of reliable, secure, accurate and current information and analysis on industrial fisheries operations to national and international fisheries and related crimes law enforcement agencies.
- 2) Collaborate with and assist national and international enforcement efforts through targeted capacity building efforts, and relevant MCSE technical support.
- 3) Develop tools and methodologies to assist in strengthening national, regional, and international enforcement efforts.
- 4) Inform and encourage national and international stakeholders to take broader actions to counter illegal fisheries operations through the provision of relevant information, evidence, and case studies.

Values

TMT's core values are trust, accountability, and rule of the law.



Context for the appointment of Communications Manager

The Communications Manager is a new role at TMT. The post has been developed to provide communication support across the organisation, and to the [Joint Analytical Cell](#). It's the first time TMT has recruited for a permanent team member for communications, with comms activities, until now, being assisted by a part-time freelancer.

TMT as compared to many other not-for-profit organisations has historically maintained a low profile when it comes to communications externally. The main driver for this approach is that we are not a campaigning or advocacy organisation, but rather one that works in technical cooperation with our partners. This cooperation is predicated on maintaining strong trust-based relationships and celebrating the successes of partners rather than us.

Recently we've been laying the foundation to increase the public profile of our work and impact through our website, social media sites LinkedIn and X; the publication of multi-language reports, briefings, and manuals; supporting media requests where appropriate; and through the developed of communications templates and guidelines. Our aim is to have a recognised communications presence around the issues we work on and to continue to be known and respected for making a difference not just making noise.

In November 2023 TMT launched its first significant rebrand since the original TMT logo was designed at the foundation of the organisation in 2013. This rebrand has been accompanied by a significant overhaul and improvement of the guidance, templates, and structures around TMT communications.

Working closely with the Executive Director and the TMT Senior Management Team, the successful candidate will play a key role in contributing to the implementation of TMT's Strategy by developing and implementing an impactful communications plan.

Approximately half of this role will be to provide practical support to the Communications Coordinator of the Joint Analytical Cell (or JAC), a network of organisations founded in 2022 to provide authorities with fisheries intelligence, data analysis and capacity building to help combat illegal, unreported, and unregulated fishing. TMT is a founding member of the JAC along with the International Monitoring, Control and Surveillance Network and Global Fishing Watch. The initiative's members also include C4ADS and Skylight. More information can be found at www.tm-tracking.org/joint-analytical-cell.

It is important to note that we do not expect the candidate to have domain experience in the international fisheries or maritime space, although it would be useful, but rather to come from a relevant background of working in communications in a similar capacity, ideally in the not-for-profit or international development sector.

TMT is currently an organisation made up primarily of technical experts who will benefit from an improved institutional approach to external communications, and there is therefore extensive opportunity for the candidate to bring their experience and enthusiasm to further shape and streamline how TMT approaches communications as an organisation.



Job Description

Job Title

Communications Manager

Location

Home based, but must be in Universal Time, UT+1 (CET) or UT+2 time zone. Some travel to TMT's offices in Norway and Ghana, and other locations as required, is expected.

Responsible to

Executive Director

Working Hours

80% pro rata as 4 days per week or 5 reduced hour days. TMT supports flexible working and with a team based across several time zones and travel being a core part of work, the candidate must be able to accommodate irregular working hours to be able to work effectively. Weekend and additional working hours may be occasionally required. TMT operates a TOIL system to accommodate this working structure.

Contract

Permanent Contract.

Salary

Commensurate with experience. Guide NoK 500,000-615,000 / UK £38-46k FTE.

Leave

25 days per year, national holidays in country of residence, and additional organisation-wide leave days over the year end period in December.

The Role

We are recruiting an experienced Communications Manager to join our team to promote and communicate the vision, mission, strategic goals, and achievements of TMT.

The successful candidate will be primarily responsible for developing and implementing a TMT strategic communication plan and supporting the communications activities of the Joint Analytical Cell's in a 50/50 time split.

Recruitment is for a job start in April or May 2024 ideally (as early as possible) in a permanent role. Communications Manager will be a key position in the organisation, with a priority on ensuring that all communications are appropriate and impactful. This role requires an equal balance of sensitive strategic thinking and the practical ability and enthusiasm to do what needs to be done oneself.

The Communications Manager will report to the Executive Director but also work closely with the broader Senior Management Team and entire organisation, as well as external partners – particularly member organisations of the Joint Analytical Cell.

Duties and Responsibilities

It is anticipated that the role will have an approximate break down of 50% time on dedicated TMT communications, and 50% on supporting the broader JAC communication needs. This will vary week to week however based on the communication workplans.

- **Communications strategy and plan development**
Lead the development and delivery of the TMT Communications Strategy and support implementation of a shared communication plan with JAC to achieve joint organisational and partnership objectives, ensuring close collaboration with members of the TMT Management Team, as well as staff across functions at TMT and JAC partners.
- **Brand development and management**
Maintain and develop TMT brand assets and brand marketing guidelines, ensuring appropriate enforcement and application of TMT brand identity and messaging across all communications platforms, channels, and content.
- **Messaging and content**
Implement the TMT communications strategy by developing compelling messaging and content, targeting diverse TMT stakeholders and audiences, and engaging those effectively through various print, digital and social media channels. This includes drafting, designing, preparing, and disseminating a diverse range of communications and public information products, such as the TMT annual report, technical reports, newsletters, talking points, Op-eds, media and press releases, FAQs and factsheets, briefings, presentations, website blogs, social media posts, photo, and media libraries, etc.
- **Digital channel and content strategy**
Ensure the effective functioning of the TMT website and social media channels and work with TMT staff and partners to develop and implement a results-driven content strategy that delivers fresh and regular updates, blogs, and messages about TMT's programmes of activities, impacts, success stories and partnerships. Ensure the TMT website and other communications tools comply with GDPR and privacy regulations.
- **Programme communications planning and implementation**
Guide and support effective TMT communications planning and implementation throughout the entire

program cycle of TMT activities and events. Coordinate and ensure the quality of translations for all TMT communications materials, as and when required.

- **Partner communications**
Serve as the communications contact point and lead for all TMT partner communications activities, including close collaboration with the JAC Communications Coordinator.
- **Crisis communications**
Work closely with the TMT Senior Management Team and JAC Communications Coordinator to identify and manage potential communications risks and develop crisis communication plan and guidelines to deliver effective crisis communications responses.
- **Media communications**
Ensure appropriate public information and media coverage of TMT's impact and success stories by establishing and maintaining good contacts and relationships with well-known media outlets, prioritizing international and African publications within TMT partner countries, and actively pitching story ideas to media editors and journalists as appropriate.
- **Monitoring and reporting**
Track, measure and report the impact and effectiveness of TMT communications, including but not limited to outreach, engagement, downloads of data and knowledge outputs, event participation, media stories, etc.
- **Communications budgeting**
Assist in budget development and cost tracking for all TMT's communications and marketing activities, providing projections and recommendations
- **External supplier management**
Guide and oversee the quality and timely delivery of communications work by external suppliers, including appointed communications agencies and translators.
- Perform other related duties as identified by the Executive Director

Person Specification

Key Experience and Requirements

Education

- Bachelor's degree in Communications, Journalism, Public Relations, International Relations, International Development, or in a related field.

Experience and competencies

- At least seven years of progressively responsible professional work experience in communications management for non-profit organisations, UN agencies or international development organisations.
- Demonstrated experience with print and digital publishing, website management, social media platforms, influencer, and champions' networks, developing impactful communications for a variety of audiences and mediums.

- Proven ability to work as part of a team across functions and disciplines and provide strategic communication vision and leadership
- Proven ability to effectively manage relations with media representatives, government officials, and institutional partners
- Strong communications, research and analytical skills, and ability to rapidly analyse and integrate diverse information from varied sources including tracking, measuring, and reporting on various dimensions of communications outreach, engagement, and impact.
- Demonstrates a high level of personal and professional integrity and accountability by modelling TMT values and ethical standards.
- Superior judgment, negotiation, and decision-making skills.
- Strong analytical skills and adept in interpreting strategic vision into an operation model.

Languages

- Excellent writing and grammar skills and general communication abilities, written and verbal, in English are required.

Desirable

- Ability to work in other relevant languages (French, Norwegian, Spanish).
- Experience of working in communications in Africa and/or supporting programmes of work in Africa.
- We do not require the candidate to have specific marine or fisheries knowledge or experience, however related domain experience would be a plus.
- Experience of website platform Wix.

We are looking for someone who

- Is an exceptional communicator at all organisational levels, with strong oral, written, and persuasive skills.
- Sees the big picture, engages comfortably with senior management and partners, and provides strategic communications guidance and hands-on operational skills and support, while balancing independent work with team collaboration.
- Operates effectively in a changing and complex environment, in a unique international organisation, working within diverse multidisciplinary teams and partners across different cultures and geographical locations.
- Is a confident, proactive, and independent self-starter with excellent interpersonal, organisational and management skills
- Is purpose-driven by a solid motivation and interest to work for a good cause in the areas of sustainable development, ocean governance, climate change, etc.
- Adds unique expertise and value to the TMT team and strategic goals.

We can offer

- A job where you will be part of a small but highly effective not-for-profit organisation with a dedicated and professional team, working with crucial partners in regions with the highest levels of illegal fishing globally.
- A competitive and fair compensation package including a salary that reflects an individual's expertise and responsibilities, generous annual leave, a savings-based pension plan, and insurances tailored to the location and role of staff.

How to apply

Please send applications to admin@tm-tracking.org with 'Application – Communications Manager' in the subject line.

Applications should include a cover letter and CV.

Applications will close on 5 April 2024. Applications will be assessed on a rolling basis as they are received, and candidates are encouraged to apply early.

Candidates selected for interview will be contacted by 12 April 2024.

For enquiries related to the role please email admin@tm-tracking.org.

Recruitment Process

Recruitment and Interviews

Selected candidates will be contacted in response to their application and invited for an initial interview with the recruitment committee. This interview will take place virtually. The first interview will seek to get to know the candidate, and the relevance of their experience and skills to the needs of the role. This interview is anticipated to take around 1 hour.

All candidates will be contacted following the initial interview to provide feedback, and those selected for progress will be asked to provide references that can be contacted by the interview committee. Following successful communication with references, relevant candidates will be invited to take part in a second interview with the recruitment committee, expected to be in person. The interview will focus on building a further understanding of the candidate's suitability for the role through practical questions and exercises and is anticipated to take 1.5 hours.

The role is subject to a six-month probationary period.

Equal opportunities

TMT is an equal opportunities employer. We are committed to promoting diversity and inclusion within our organisation and in the greater ocean management and conservation community. We see each day in our work that we are only effective by bringing diverse backgrounds, experiences, skills, knowledge, and viewpoints to our work and organisation. We hire and promote qualified professionals without regard to actual or perceived race, colour, religion or belief, sex, sexual orientation, gender identity, marital or parental status, national origin, age, or any other characteristic protected by applicable law, and wherever possible promote the same approach with our partners.