



Communications and Marketing Lead Job specification & briefing note

Background on the Cornish Fish Producers Organisation and Seafood Cornwall

The Cornish Fish Producers Organisation (CFPO) is proud to represent one of the most diverse and sustainable fleets in Europe. Currently we represent over 170 member vessels, landing over 50 different species of fish and shellfish. Our members' vessels range in size from open single-handed cove boats of around 5 metres in length to large (24 metre plus) beam trawlers and almost everything in-between. We are a voice for genuine fishermen, our role in representation, marketing and quota management has become increasingly important in today's complicated and often frustratingly bureaucratic world of fisheries management for fishermen.

The CFPO has its own marketing arm, Seafood Cornwall, which is a project born from the CFPO and is entirely backed by the catching sector to act as a B2B and B2C platform to better educate on the diversity of fish species, sustainability and an insight into the industry, as well as fishing community life. Seafood Cornwall has a strong reputation amongst other parts of the supply chain, including big and small fish merchants, processors, fishmongers and chefs. It is a highly respected project and brand name that many want to be associated with because of its direct links to the CFPO and catching sector. Much of Seafood Cornwall's work combines dynamic digital communications with on-the-ground, community-led efforts to build supply chain resilience.

The need for this role

In 2022 the Cornish fishing industry and Cornwall and Isles of Scilly Local Enterprise Partnership developed a new fishing strategy, which set out a vision for the next decade.

A key pillar within the strategy is a marketing, communication and promotion project, which will set out with a series of strategic campaigns to raise the profile of the diverse range of locally caught fish and shellfish species, the diverse fleet, and the career opportunities within the catching sector, as well as enhance the understanding of the fishing industry in Cornwall.

The CFPO is now developing a new communications and marketing strategy. This will aim to develop a series of campaigns designed to educate and inform a range of audiences, including CFPO members, the public, the seafood supply chain, and science and policy. The campaigns will tell the story of how the CFPO and its membership are taking action to promote sustainable fishing.



This will consist of promoting the strategic actions the CFPO are engaged with, e.g. fisheries management, recruiting and developing people working in the industry, promoting participation in scientific studies and research, promoting lesser known species, public-facing educational material to build a better understanding of the diversity of fishing methods and species caught, and the socio-economic importance of the Cornish fishing industry.

The project is split into three work packages over the next 2 years:

- Communicating fisheries science, sustainability and fisheries importance in marine spatial planning
- Communication and marketing to nurture domestic markets, enhancing public awareness and education on seasonal, local species, as well as the people operating across the supply chain
- Developing fishing careers - recruitment and career development into the catching sector

Job specification:

- Job Title: Fisheries and seafood communications & marketing lead
- Responsible to: Chief Executive
- Salary: £30k - 40k per annum depending on experience
- Hours: 40 hours per week
- Location: CFPO offices, Newlyn
- Contract: Fixed for 24 months (3 months probationary) possible extension subject to funding
- Key Relationships External: CFPO membership, Cornish seafood supply chain, fishing community

Summary of role:

To build recognition of the CFPO brand and to develop strong communication channels and marketing initiatives for both the CFPO and Seafood Cornwall in order to promote, influence and educate a wide range of audiences including policy, public and wider fishing and seafood industry.



Responsibilities:

Key responsibilities for this role include, but are not limited to:

- Work with Chief Exec to develop a communication strategy for the CFPO and Seafood Cornwall
- Collect and develop visual content (film, photo and audio) to tell a consistent story of the Cornish fishing and seafood industry
- Producing high-quality written outputs (policy briefs, newsletters, press releases)
- Build a database and relationship with a diverse range of media outlets (industry and public facing), e.g. food and drink journalists
- Copyediting and proofreading a diverse range of materials
- Producing and implementing bespoke communications and social media strategies, and maintaining communications channels for clients
- Supporting website design and development, as well as the creation of branded assets for both the CFPO and Seafood Cornwall
- Developing infographics and visual communications materials based on reports and academic papers
- Leading the delivery of a set portfolio of projects
- Any other tasks relevant to the CFPO or Seafood Cornwall

Requirements:

Essential

- Excellent written and oral communication skills
- Experience producing high-quality written and visual communications materials
- An interest in food, fisheries, sustainability, coastal community culture and food systems
- Proven experience in leading projects
- Confidence in adapting complex text and wide-ranging research into digestible materials for a range of audiences
- Goal-driven, with the ability to juggle a diverse workload whilst maintaining high standards
- A keen visual eye and attention to detail
- Proficiency in using social media channels such as Instagram, Twitter, Facebook, Tiktok
- Ability to work independently
- Degree-level qualification

Desirable

- A basic understanding of fishing, seafood, sustainability and food systems
- Strong interpersonal skills with the ability to interact effectively with a diverse range of stakeholders including fishermen, scientists, merchants and chefs
- Experience of facilitation and event management
- Experience with video and audio editing software
- Experience of managing social media in a professional context.

How to apply:

To apply, please send your CV and a cover letter to CFPO CEO Chris Ranford, Chris@cfpo.org.uk

Deadline for applications: Midday 28th July 2023