



Job Description

Post: Social Media Content Producer	Department/Region: Global Communications & Marketing	Location: London, UK
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Purpose of post:
 Social media is a vital tool in positioning the MSC as a leading global authority in the sustainable seafood conversation and raising awareness of the MSC’s blue fish label amongst seafood consumers and other stakeholders. The Social Media Content Producer will create engaging content that resonates with our audiences across various social media channels; they are an expert content creator and creative storyteller with expertise in social media video production and a deep understanding of social media trends and best practice.

Line Relationships	Key Work Relationships	Authority Limits
<p>Responsible to: Head of Content</p> <p>Responsible for: N/A</p>	<p>Internal:</p> <ul style="list-style-type: none"> • Senior Social Media Manager • Head of Content • Global Communications and Marketing team • Regional communications and marketing colleagues • Outreach colleagues <p>External:</p> <ul style="list-style-type: none"> • External suppliers and producers • Social media platforms • Retail, brand and fisheries partners’ communications staff 	<ul style="list-style-type: none"> • Level 4 post • Financial delegations in accordance with Financial Handbook

Contractual Terms (UK)		Benefits (UK)	
Contract type:	Permanent	Annual leave:	25 days
Probation:	6 months	Pension:	Tier 1 (3% contribution from employer & 5% employee) from day 1. On successful completion of probation, Tier 2 (6% employee & 9% employer); choice of salary exchange.
Notice:	3 months	Other benefits:	4x death in service insurance
Working hours:	35 per week	Working time	Monday – Friday; 09:00 – 17:00

The MSC supports flexible working, so the pattern of hours may vary according to operational and personal needs. The MSC works across different time zones so evening or weekend work and/or some international travel and overnight stays may be required occasionally. No overtime is payable, however under certain circumstances time off in lieu may be granted.

Key Responsibilities

- Ideate and execute engaging content for visually captivating and audience-engaging social media content, ensuring it meets quality standards, adheres to brand guidelines and is appropriate for platforms.
- Create, curate, commission and oversee the production of compelling video, image and text-based content.
- Manage pre-production and production process of social video and asset gathering shoots.
- Work with influencers and external partners to expand the MSC’s reach and visibility.
- Collaborate with cross-functional teams to align social media efforts with broader marketing & communications initiatives.
- Provide expert guidance to communications colleagues in social media best practice.
- Stay ahead of social media trends, emerging platforms, and viral content to ensure our content remains fresh, relevant and impactful.
- Analyse social media performance metrics to inform strategy and provide actionable insights for continuous improvement.
- Engage with followers by responding to comments and messages, fostering a strong community presence.

Note

No job description can be entirely comprehensive, and the jobholder will be expected to carry out such other duties as may be required from time to time and are broadly consistent with the job description and status of the post within the organisation.

You will be expected to carry out all duties in the context of and in compliance with the MSC’s Equality & Diversity and Health & Safety policies.

Person Specification

Required Attributes

Technical Skills, Qualifications & Experience

- Proven experience in creating content for social media, with a strong portfolio showcasing creative storytelling
- Proficiency in using tools like Adobe Creative Suite, Canva, Capcut, or similar design and video editing software
- Experience using Google Analytics, Facebook Business Manager, and social media monitoring and engagement tools
- Excellent understanding of social media platforms, their unique audiences, and effective content strategies
- Strong copywriting skills with the ability to craft engaging and on-brand captions and posts
- Ability to analyse metrics and translate insights into actionable strategies
- Experience of influencer marketing would be desirable
- Proven role-specific experience creating social media content for an organisation with multiple presences and content contributors
- Working knowledge of design, image and video editing software
- Well-developed IT skills, including use of standard Microsoft Office applications
- Knowledge of environmental, sustainable development and marine issues is desirable

Stakeholder Oriented	<ul style="list-style-type: none"> • Evidence of an ability to successfully manage relationships with stakeholders, collaborators and colleagues, preferably in an international context and with a people-centred approach to work and business • An understanding of the issues that may be of importance to different stakeholders in the MSC program, especially eNGO's and industry stakeholders
Communications	<ul style="list-style-type: none"> • Excellent communication skills, especially the ability to convey complex ideas clearly and simply to a wide variety of audiences and stakeholders • Excellent written and spoken English, including impeccable spelling and grammar and experience of proof-reading • Proficient in another relevant language would be an advantage
Organisational and Management	<ul style="list-style-type: none"> • Exceptional organisational skills: the ability to manage long-term projects alongside short-term, urgent tasks and meet tight deadlines • Excellent project/program management, work planning, personal organisation and time management skills • Ability to exercise sound judgement and demonstrate initiative to accomplish assigned tasks • Excellent attention to detail, while remaining aware of the overall mission and vision of the organisation and your contribution to it
Personal attributes	<ul style="list-style-type: none"> • Confidence and ability to gain credibility with, and the respect of, staff at all levels of the MSC, and to build effective relationships with colleagues, stakeholders, suppliers and collaborators • Ability to make technical and science-based materials understandable and accessible • Influencing, negotiating and problem-solving skills; able to remain composed in high-pressure situations • Strong interpersonal and coordination skills that engender internal support • Articulate, creative, passionate, flexible and tenacious: ability to get results and to be persistent and enthusiastic in achieving these • Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, where appropriate, in pursuit of the MSC's mission and vision • Empathy and interest in the MSC's mission and objectives • Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC program.
Circumstances	<ul style="list-style-type: none"> • Weekend work and regular domestic and international travel may be required.

Job Description Agreement	
Chief Operating Officer's Signature:	Date:
Job Holder's Signature:	Date: