



JOB DESCRIPTION

ROLE DETAILS	
Job Title	Marketing Communications Manager
Reporting to	Senior Marketing Manager
Contract	Full time
Start date	To be agreed with the successful candidate
Location	Remote working considered; we work across multiple time zones
Direct reports	No direct reports – work with Agency

JOB PURPOSE

Ambitious change maker wanted to shape the narrative and accelerate collective action by the jewellery and watch industry to tackle the most important issues of our time including human rights, equality, climate action, and responsible sourcing.

This is a role for an mid-level strategic communications professional to streamline our planning and publication process, refine our proactive and reactive work, and to ensure reports, briefings and events are delivered on time, to the highest standards and maximise desired impact.

As a pivotal member of a small and dedicated team, this role requires a broad set of skills and high level of professionalism. You will work directly with the Executive Director to craft speeches, press releases, briefing packs, event concept notes, presentations, and website updates. You will also have responsibility for the social profile of the RJC and Executive Director to fulfil specific positioning and messaging objectives. Strong agile project management and prioritisation skills are essential.

You will be the central contact, liaising closely with colleagues and members across the organisation, to identify stories and amplify the industry's progress towards the 17 Sustainable Development Goals (SDGs). Experience fostering behaviour change across B2B, B2G and B2C audiences is essential, as is exceptional English writing skills with the ability to write for a variety of different platforms and audiences.

Agency support exists for PR, design and web development.

RJC supports remote working and the organisation operates across multiple time zones. Candidates who wish to be based in our London office will need to already have a legal right to remain.

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ABOUT RJC

The jewellery and watch industry has a larger ambition to contribute to a better world. By transforming our supply chains to be responsible and sustainable, we are deepening trust in our industry and underpinning its future. This is our promise to the generations to come.

Founded in 2005, Responsible Jewellery Council (RJC) is the leading standards organisation of the global jewellery and watch industry, with more than 1,400 member companies across 71 countries throughout the entire supply chain. RJC Members commit to and are independently audited against the RJC Code of Practices (COP) – an international standard on responsible business practices for diamonds, coloured gemstones, silver, gold and platinum group metals. The COP standard, which addresses human rights, labour rights, environmental impact, mining practices, and product disclosure, contribute towards the 17 Sustainable Development Goals (SDGs). RJC also works with multi-stakeholder initiatives on responsible sourcing and supply chain due diligence, they are a full member of the ISEAL Alliance and strategic partner of United Nations Global Compact.

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ROLE AND RESPONSIBILITIES

Strategic Communications & Brand Guardianship

- Support the development and delivery of communication plans to promote reports, events and other products to target audiences.
- Manage inbound media enquiries, foster media relationships with key contacts, draft press releases, and prepare speaking notes.
- Work directly with the Executive Director to craft speeches, press releases, briefing packs, event concept notes, presentations, and website updates. You will also have responsibility for the social profile of the Executive Director to fulfil specific positioning and messaging objectives.
- Keep all external communications updated, relevant and timely. Work closely with teams across the organisation to commission, develop and edit content for communications channels including the website, social media and newsletters.
- Plan and produce a notable calendar of events (virtual and physical) to achieve specific objectives, namely RJC Summer Forum, RJC Winter Conference, UNGC Leaders Summit, European SDG Summit, JCK, Vicenzaoro, Cannes.
- Lead on information bulletins that go to members, provide training and offer support and expertise to colleagues on Mailchimp, advising on framing the narrative, style, branding, and analytics.
- Support on all aspects of the production of digital and print publications (e.g. Progress Report), toolkits and presentations, ensuring the branding and style guidelines are effectively deployed.
- Work closely with the designer to develop and maintain a creative content asset library for use by RJC and members across all channels and platforms e.g. website, social media, publications.
- Plan and deliver behaviour change campaigns for specific initiatives, engaging and activating all stakeholders.
- Collect a range of performance indicators that will enable us to monitor and evaluate the impact of our communications activities.
- Schedule agendas and create contact reports for the Communications Committee and Board Meetings.
- Maintain the filing and management of all communication files.
- Manage agency support partners.

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Performance monitoring	<ul style="list-style-type: none"> Identify and implement a meaningful reporting framework to keep manage performance and keep stakeholders informed on communication objectives, action and impact.
Research	<ul style="list-style-type: none"> Collaborate with external research partners to deliver the evaluations.
Data governance and management	<ul style="list-style-type: none"> Support RJC’s data governance and management system. Collaboration with team members ensures data governance is embedded in day-to-day operations. Support RJC management team with data management queries and issues. Input into the design and implementation of the new database from an impacts/data governance and management perspective.
Capability development	<ul style="list-style-type: none"> Contribute to capability development of junior team members and wider organisation through 1-2-1 coaching and delivery of regular formal/informal learning opportunities e.g. Skills lab

EXPERIENCE AND QUALIFICATIONS

1.	3 to 5 years of strategic communications experience in a busy and small team with a focus on sustainability, behavioural change, and collective action, across multiple audiences – government, business, and public. CIPR PR Diploma or equivalent an advantage.
2.	Excellent writing skills for multiple audiences and across multiple platforms – press release, speeches, presentations, briefings, social media, website. Design skills and ease of using Canva preferable.
3.	Diplomacy and ability to see the bigger picture, specifically when managing multiple stakeholders at CEO level.
4.	Planning and management of a full year of external communications.
5.	Fluent English for speech and article writing, and presentations, other languages desirable (French, Italian, Spanish, German, Mandarin, Cantonese, Gujarati, or other)
6.	Confident managing agency resources e.g. PR, Advertising, Digital, Boutique, Freelancers
7.	Agile project management and ability to coach others
8.	Budget control and forecasting
9.	Familiarity and experience with communicating UNGC 17 Sustainability Development Goals to advance the agenda and accelerate measurable action
10.	Experience with the UN Global Compact beneficial
11.	Experience in sustainability within supply chains (any industry) would be a distinct advantage

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KEY SKILLS AND COMPETENCIES

1.	Strategic Communication: translates and presents data in an easily understood format, story-telling to make the data easier for stakeholders to understand. Organises and delivers information accurately and timely, listens actively and incorporates stakeholder input appropriately to advance the strategic goals of the RJC.
2.	Project Management: plans and organises tasks and work to achieve the objectives of the Impacts and organisational strategy; sets priorities and schedules activities.
3.	Initiative: Takes timely and appropriate action in a proactive manner, generates ideas for improvement, takes advantage of opportunities in the interest of the RJC, suggests innovations.
4.	Collaboration with purpose: Ability to work across different disciplines and cultures; able and willing to share and receive information; supports organisational decisions and put the organisation's goals ahead of own goals. Collaborates with team members to understand what data is needed to support their strategic objectives and facilitates data collection and processing.
5.	Intellectual curiosity: asks the right questions about data to find the answers and insights required to make smarter and more informed decisions, that will help generate value and results for RJC.
6.	Data analysis, interpretation, and visualisation/presentation: helps convey the meaning of data so that stakeholders can make sense and use of it. Provides quantified insights and enables RJC stakeholders to see the patterns/trends to facilitate decision making. Familiar with data visualisation software such as Power BI.

EMPLOYMENT BENEFITS

This role will be entitled to 28 days annual leave per annum pro rata plus UK bank holidays (on pro rata basis). This role will automatically be enrolled into the RJC's company pension scheme.

HOW TO APPLY

Please email your application to sara-louise.macgillivray@responsiblejewellery.com and include your:

- Resume and/or portfolio
- Cover letter to include why you are interested in this role, the potential you could bring to the organisation, and highlight any particular aspects of your experience(s) you wish to draw attention to as we consider your application.
- Please indicate your starting date availability and preferred working location/arrangement.

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