



## **Common Code for the Coffee Community**

### **Terms of Reference Communications Manager for 4C**

#### **Background**

4C is a global association that collectively engages producers, trade, industry and civil society responsible for the economic, social and environmental stewardship of the coffee sector to continuously increase the sustainability of coffee.

Within the 4C Secretariat, the Communications Manager is responsible for the strategic development and implementation of communications activities aiming to enhance 4C relationship with its members and key stakeholders, including media relations.

#### **Responsibilities**

Under the general guidance of the Executive Board and direct supervision of the Director Operations, the incumbent takes the lead in developing and implementing communications strategies to ensure understanding, increase awareness and get increasing support to 4C's activities by different target groups both internally and externally to the Secretariat.

The Communications Manager will lead the implementations of the communication strategy in close coordination with the staff responsible for the other 4C components and in close collaboration with the Communications Working Group, which integrates 4C members' perspectives and expertise into the decision, making processes. The incumbent will also develop media relations and anticipate and resolve communications/public relations issues.

#### **Tasks**

- Implementing and further developing the communication strategy of 4C
- Strengthening internal communication between 4C members and the Secretariat
- Managing the development of information and promotion material for 4C and its members, such as brochures, newsletter, update reports etc.
- Enhance external communication to coffee community and main stakeholders
- Effective planning and measurement of all communications activities
- Ensure key message and communication guidelines are adhered to members
- Managing the interface with the international press/ media
- Responsible for the maintenance of the 4C homepage

### **Common Code for the Coffee Community Association**

#### Office Bonn

Contact Address Secretariat:

Friedrich-Ebert-Allee 40

53113 Bonn, Germany

T: +49-228-850 50- 0

F: +49-228-850 50- 20

E: info@4C-coffeassociation.org

The Common Code for the Coffee Community Association is registered with the Register of Commerce in Geneva, CH-660-2928006-4. C/o CR Gestion & Fiduciaire SA, Route des Jeunes 9, 1227 Carouge-Geneva, Switzerland.



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- Ensure assistance to members on specific issues, especially with regard to the communication guidelines
- Managing the approval process of the 4C logo and membership claim
- Steering collaboration with external service providers such as communication agencies, designers and text writers / editors.

### Requirements

- A university degree in communications, journalism, public relations or other related fields.
- At least five years of professional experience in communications or public relations, including experience at the international level. Prior experience of sustainability issues on coffee is desirable.
- Ability to plan, develop, implement and evaluate in the field of communications.
- Ability to establish strong networking and interpersonal relations.
- Fluency in spoken and written English. Working knowledge of Spanish, Portuguese or French desirable.

### Location

- Based at the 4C Secretariat in Bonn, Germany
- Occasional travelling within the scope of activities

### Timeframe

- starting August 1<sup>st</sup>, 2008
- 1 years contract with possibilities to extend it.

### To apply

- Send your CV and intention letter to [info@4C-coffeassociation.org](mailto:info@4C-coffeassociation.org) or by fax/regular mail to 4C Association Friedrich-Ebert-Allee 40, 53113 Bonn, Germany before July 15th, 2008
- Only short listed candidates will be contacted

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