

JOB DESCRIPTION	
SUMMARY INFORMATION	
Job Title:	MarComms coordinator
Department:	MarComms - External Relations C&SEA
Contract Type:	Permanent
Job Purpose:	The MarComms coordinator is the front line person for public engagement and external relations in the area. This is a varied and dynamic role which requires a strong communication background. The post requires a flexible and adaptable person in order to carry out a vast range of engagement and external relations tasks.
Job Band:	C
Reports to:	Tourism and Marketing Specialist
Direct Reports:	N/A
Other Key Contacts:	MarComms C&SEA, HO MarComms and HO Education and Engagement, Area staff, the public
Financial Responsibilities:	N/A
Location:	Ieper, Belgium
Working hours:	Normal office hours are currently based on 37 hours per week, with flexibility according to local Agreements. Start and finish times as well as lunch breaks are flexible but are normally based around 08.30 to 16.30 Monday to Friday, plus 30 minutes lunch break. There will be occasions where you will be required to work out of hours
Travel:	Must be willing to travel
Right to work:	Must have the right to work in Belgium

COMMISSION BACKGROUND

The Commonwealth War Graves Commission honours and cares for the men and women of the Commonwealth forces who died in the First and Second World Wars, ensuring they will never be forgotten. Funded by six Member Governments, our work began with building, and now maintaining, cemeteries at 23,000 locations all over the world. Today, over a century after we first began, our work continues through our staff, supporters and volunteers who preserve our unique cultural, horticultural and architectural heritage and ensure that the stories of those who died are told.

KEY RESPONSIBILITIES and ACCOUNTABILITIES OF THE ROLE

General

CWGC hand in hand with the CWGF, work together to continue raising the profile of the Commission, demonstrating our relevance today as a modern organisation with a unique heritage. We aim to engage and educate people, especially families and young people, highlighting the work we do today.

The MarComms Coordinator will be

- Implementing the Volunteering plan and Education plan in close collaboration with the Tourism and Marketing Specialist.
- creating and adapting a range of engaging and meaningful resources for young people, and those who work with them with the history, sites, stories and the work of the CWGC, in liaison with the Education and Engagement team in HO, tailored to the needs in our area.
- building partnerships with educational establishments, collaborating with schools to include our sites into school excursions
- organising class workshops on remembrance and the work of the Commission (on location, at the Ieper Information Centre (IIC)) with young people and liaising with any stakeholder for visits of associations, schools, groups, VIP,...
- developing and adapting tools, teaching materials and resources for volunteers who can e.g. give talks to increase local awareness of the importance and relevance of the work of the CWGC, in close cooperation with the Tourism and Marketing specialist.
- supporting with keeping stakeholders, partners and volunteers informed with newsletters or through other channels
- providing timely and accurate responses to enquiries using the Salesforce system.

Job Functional Knowledge

- good insight into communicating information in an pedagogically responsible manner to children and other target groups
- producing engaging communication products that appeal to a specific (mostly young) audience
- knowledge of the playing field can be built up during the job

Business expertise

- Requires the understanding of how duties relate with others in the team and how the team integrates with others in accomplishing the work of the wider teams. Knowledge of roles and responsibilities of others in the team is needed to help achieve objectives.

Leadership

No supervisory responsibilities

Problem Solving

This role requires a self-starter, with a sense of initiative and good problem solving skills, even under pressure

Nature of Impact

This person is in direct contact with the public and has in that regard a large impact, being a spokesperson and ambassador.

Area of Impact

This person has impact on the way the CWGC engages with a young audience which affects the reputation of the organisation.

Interpersonal Skills

- Communication and the exchange of information is an important part of the job.
- Strong relation building skills
- Team player

PERSON SPECIFICATION

Education and Knowledge

Essential

- Master's degree or equivalent qualification/experience
- Excellent command of English language and the area's languages (Dutch, French, German)
- Presentation skills

Desirable

- Project Management skills would be beneficial

Experience

Essential

- Experience in a similar role
- Working with a diverse, international and multi-cultural range of stakeholders
- Engaging with stakeholders at all levels of an organisation

Desirable

- Experience in giving talks, talking to groups

Skills and Abilities

- digitally savvy with a comprehensive understanding of social media and collaborative platforms
- Good organisational skills



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- Capable of prioritising and planning workload to meet deadlines.
- Committed to continuous professional development
- An alignment and adherence to the Commission's Values: RESPECT, EXCELLENCE, TEAMWORK, COMMUNICATION, PROFESSIONALISM and COMMITMENT
- Health and Safety responsibility for self and others

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Your key duties are set out within this job description. From time to time, you may be required to perform such other reasonable duties that fall outside your job title or key job duties, should this be necessary to meet the needs of the Commission.

Signatures

Name of Job Holder:

Signature:

Date:

Name of Line Manager: Nathalie Dumon

Signature:

Date: