

Job Description:

Head of Communication and Advocacy

About the Melting Pot Foundation:

The Melting Pot Foundation is a Danish NGO based in Copenhagen, with the charitable purpose of driving SOCIAL CHANGE THROUGH CULINARY ENTREPRENEURSHIP.

We believe in the concept of unconditional hospitality; that, as humans and as organizations, it is our job to assume growing responsibility for others and the world. Sharing the practice of cooking delicious, sustainable food and serving it with kindness may represent a silver bullet that can unfold significant personal, social, and environmental potentials.

Our VISION is the fundamental idea that every human being can become a source of progress and hope for others. No one should be left behind. We believe in culinary entrepreneurship as a lever to unfold both personal and social potentials.

Our MISSION is to create sustainable social change through food-based initiatives which have healthier people, more resilient communities, better employment opportunities, and the empowerment of young people as a recurrent outcome.

About Um Mami Culinary Centre (UMCC) in Morocco: UMCC pays tribute to the rich Moroccan cooking tradition passed on from generation to generation for centuries. The Um Mami Project trains Moroccan youth in becoming chefs and culinary entrepreneurs. In the pilot phase of the Um Mami project, 100 young Moroccans attended eight-week training courses organised by prominent Danish chefs from Meyers, whereafter the youth were linked with relevant job or internship opportunities. Um Mami works to inspire a new generation of chefs and culinary entrepreneurs in Morocco:

The pilot phase of the Um Mami Project ended in June 2023. The results from the pilot phase have been so promising that the Melting Pot Foundation and its partners have agreed to pursue opportunities for continuing and further scaling the Um Mami project.

The new phase that runs from July 2023 to June 2027 will consist of three strategic pillars:

1. Young people obtain market-responsive technical skills, knowledge of finding employment, and greater access to the labour market skills to enter the labour market from a viable Um Mami Culinary Centre
2. Provide young people with entrepreneurial skills to develop business plans and pursue their own businesses in the culinary sector
3. Inspiring and facilitating the green transformation of the culinary sector in Morocco



We are seeking an experienced and motivated individual to join our organization as the Head of Communication and Advocacy. This leadership role is essential in shaping and executing our communication strategies, building and maintaining relationships with stakeholders, and driving advocacy efforts to promote our mission and goals. The Head of Communication and Advocacy will play a critical role in enhancing our visibility, credibility, and impact on a local, national, and international level.

Responsibilities

Develop and execute a comprehensive communication and advocacy strategy to promote Um Mami's mission and objectives with close collaboration with the Country Director

Create and implement a wide range of communications materials, including press releases, website content, newsletters, social media campaigns, and other marketing tools.

Build and maintain relationships with media outlets, journalists, influencers, and other external stakeholders (political / educational, agriculture, tourism, green lobbyists, environment lobbyists, youth organizations and so on) to secure media coverage and enhance the organization's visibility

Monitor and analyze media coverage and public opinion to identify trends, opportunities, and potential risks

Represent Um Mami at key events, conferences, and public speaking engagements to showcase our work and advocate for our cause and be responsible for organizing Um Mami TALKS and later also UM MAMI symposiums

Collaborate with internal teams to ensure consistent messaging and branding across all communication channels

Develop and maintain strong relationships with partners, donors, and other stakeholders to maximize advocacy efforts and achieve organizational goals

Stay up-to-date with developments and trends in the field of communication, advocacy, and public relations to ensure the organization remains at the forefront of industry best practices

Qualifications

Bachelor's degree in communication, public relations, journalism, or a related field (a master's degree is preferred)

Minimum of 4 years of experience in communication, advocacy, public relations, or a related field, with a proven track record of successfully leading impactful campaigns and initiatives

Strong understanding of advocacy strategies, media relations, and stakeholder engagement

Excellent written and verbal communication skills, with the ability to clearly articulate complex ideas and concepts to diverse audiences

Proficient in utilizing various communication channels and platforms, including social media, traditional media, and digital marketing

Knowledge of the nonprofit sector and experience working in the field of social impact or a related area is highly desirable

Exceptional organizational skills and the ability to multitask, prioritize, and meet tight deadlines in a fast-paced environment

Proactive and adaptable with a strong problem-solving mindset

Good interpersonal skills and the ability to build and maintain relationships with a diverse range of stakeholders

How to Apply

If you believe you are the right fit for this role, please submit your resume, cover letter, and any relevant portfolio or work samples to ha@meltingpotfoundation.org

Application Deadline: January 15th 2024

Only shortlisted candidates will be contacted for an interview.