

Job announcement ref. #01-22030

The Senckenberg Society for Nature Research was founded in 1817 and is one of the most important research institutions around biological diversity. At its eleven sites throughout Germany, scientists from over 40 nations conduct cutting-edge research on an international scale. The company's headquarter is in the Main metropolis of Frankfurt in the heart of Germany. It is also home to one of Senckenberg's best-known facilities, the Senckenberg Natural History Museum.

The Senckenberg Gesellschaft für Naturforschung, headquartered in Frankfurt am Main, is looking for the following person to join at the Frankfurt site starting after September 2022

Team Leader / Public Engagement Strategist (m/f/d)
in the project
Senckenberg Ocean Species Alliance (SOSA)
(full time)

The Senckenberg Ocean Species Alliance (SOSA) project combines marine biodiversity research, species conservation, and science communication within one project. This interdisciplinary project is composed of three pillars, the Discovery Unit, Red Listing Unit and the Engagement Unit, whose tasks are tightly interlinked.

The Engagement Unit will be responsible for the public-facing aspects of this project and developing content to inspire fascination about marine biodiversity for diverse audiences. The SOSA website is already established and mainly managed by the SOSA Project Manager: <https://sosa.senckenberg.de/en/>

Our aim with this aspect of SOSA is to inspire fascination and curiosity for marine biodiversity. You will develop new audiences, and curate SOSA's content in a way that captures attention for our key messages for marine biodiversity and conservation.

Your tasks:

- Develop strategies to generate content jointly with the SOSA units, in collaboration with other Senckenberg teams, and bring our messages to a broad audience;
- Lead a science communication team (media officer, museum trainee and potential further members depending on project success, phase and direction) — these positions will be recruited after you start and you will help shape their job descriptions;
- Work with designers to develop the branding (incl. logo) for the overall SOSA project
- Identify “unique selling points” of SOSA, and collaborate with other SOSA units to set priorities for content creation
- Identify other leaders in same space and approach relevant people or institutions to propose and develop collaborations
- Develop Germany / Western / Global perspectives on engagement with marine content (biodiversity and conservation), and develop strategies on who can / should be reached
- Understand the current and emerging channels of communication (video, radio, social media, website, apps, telepathy, etc.) for our goals, and plan content development accordingly
- Be part of the SOSA management committee and have shared responsibility for the overall success of SOSA, and represent SOSA externally;

- Work collaboratively with other units of SOSA (conservation, species discovery), and across Senckenberg with other relevant teams (communication, fundraising, museum, etc.);
- Propose an initial (2 year) plan including metrics for performance evaluation and resource planning
- Develop medium term (5-10 year) plan for SOSA confirmed life cycle
- Develop a long-range sustainability plan including monetising content and/or recruiting additional donations in collaboration with the Senckenberg fundraising unit

Your profile:

- A university degree or equivalent experience in ONE of the relevant areas (or more) of science communication, social media, cultural studies, journalism, museum
- Fluent in English and in German (spoken and written)
- An experienced and effective “translator” between science and media. You can understand detail-oriented scientific topics to find stories or topics that will generate excitement and fascination in the general public.
- An ability to solve problems and make independent decisions
- An appreciation of complex public engagement matters and the necessary diplomacy, tact, and political awareness;
- Style of work: You have genuine curiosity and passion for nature, especially the oceans and their inhabitants. You are reliable, trustworthy, tolerant and flexible. You have a good ability to work independently, also under pressure and to set boundaries.
- Passion for the natural world and especially ocean species

What can you expect?

- An interesting and challenging task in a dynamic and stimulating team of researchers, technicians and communicators
- The opportunity to be at the forefront of a new movement with scientists, conservationists and science communicators dedicated to explore, protect and inspire awe for ocean biodiversity
- Excellent benefits and work-life balance:
Flexible working hours – dual career service – leave of absence due to family reasons – parent-child-office – annual special payment – company pension scheme – leave of 30 days/ year – Senckenberg badge for free entry in museums in Frankfurt

Senckenberg aims to increase the proportion of women. We strongly encourage women to apply. Senckenberg is certified by the "audit berufundfamilie". Compliance with the guidelines for the severely disabled and the provisions of the law on part-time work is ensured. Equally qualified applicants with a disability will be given preference. We are committed to fostering a diverse team in Senckenberg and will positively consider candidates from under-represented groups and all genders (m/f/d). Part time options are available.

Senckenberg is a globally connected institute. The working language within this project is English. Frankfurt is a vibrant, international, culturally diverse city and one of the world's travel hubs. We welcome candidates from all nations and will provide support with your relocation process.

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| Location: | Frankfurt am Main |
| Volume of employment: | 100 % full-time position (40 weekly working hours) |
| Type of contract: | The contract should start as soon as possible after September 2022. Initially, you will receive a 2-year fixed-term contract that, given a positive evaluation of your performance and fitting within this time, will be extended to the end of the project (31.12.2031) |
| Salary: | According to the German collective agreement TV-H (pay grade E 13) depending on your expertise and previous experience. |

Would you like to apply?

Please submit two documents as email attachments:

- (1) download and complete the SOSA information form for this position from <http://sosa.senckenberg.de>. This form will be considered anonymously and will be used for the initial short-listing process.
- (2) a single pdf including a cover letter, academic certificates and credentials, and your CV (not anonymous), including names and contact details of three professional references.

The one-page cover letter should specifically address your experience with the points described above in the job description.

Use the initials code created for the form for “blind review” also in the cover letter and in the file name!

- (3) Please submit two files (see above), mentioning the reference of this job offer (ref. #01- 22030) until **31 August 2022** by e-mail to: recruiting@senckenberg.de.



For more information, please contact Prof. Dr Julia Sigwart (julia.sigwart@senckenberg.de).