



senior communications officer

role profile

About Development Initiatives

Development Initiatives (DI) is an independent international development organisation working on the use of data to drive poverty eradication and sustainable development.

Since DI was established in 1993 our expertise and passion has been rooted in the role data can play. We are focused on getting better data on poverty and vulnerability, so we know where need is greatest and whether efforts are working. We are dedicated to improving information about resources so that they can be targeted effectively – and we want to help others use data to improve decision-making and drive better results.

We work to ensure that decisions about the allocation of finance and resources result in an end to poverty, increase the resilience of the world's most vulnerable people, and ensure no one is left behind. We want these decisions to be underpinned by good quality, transparent data and evidence on poverty and resources, and lead to increased accountability and sustainable long-term outcomes.

We believe there are enough resources in the world to consign extreme poverty to history, but poor or inaccurate information means these resources are not reaching those who most need them. While data alone will not end poverty, it is a vital catalyst for increasing knowledge, providing clarity and improving decision-making at local, national, regional and global levels.

Our work focuses on three key areas:

1. Measuring the progress of people out of poverty

Our work on poverty is about driving commitments and investment towards improving poverty data, and drawing on existing data to start building a clearer and more accurate picture of poverty

2. Investments to end poverty and build resilience

Our work on resources is about informing national, regional and international actors on how to mobilise, track and improve the targeting and effectiveness of the many different resources that can address poverty, vulnerability and crisis

3. Data use of sustainable development

Our work on data use is about breaking down barriers to data use, improving data availability and usability, and helping people use data effectively in order to drive efforts to end poverty and build resilience

“An indispensable tool that shines a light on progress” DFID Senior Humanitarian Policy Advisor (about our [Global Humanitarian Assistance Report 2017](#))

Senior Communications Officer Bristol, UK

Role content and purpose

The Communications Officer will be a creative, dynamic and hardworking individual, with sound knowledge of the international development sector and experience of working with high-level external stakeholders as well as external agencies to deliver high-impact communications campaigns. You will have a strong understanding of communications in relation to policy influencing and advocacy, with a passion for driving change that can improve people's lives.

The Communications Officer will work predominantly on the annual [Global Nutrition Report](#); the world's leading report on the state of global nutrition that is hosted by Development Initiatives. You will report into the Head of Communications and form a key part of the Communications team, utilising a full range of skills including external stakeholder engagement and management, optimising social media accounts and website content, overseeing web development and design, creative asset development, and analytics and impact monitoring.

This is an exciting role in a small and agile team as part of a global organisation with locations in the UK, US, East Africa, and Nepal.

Duties and responsibilities

- Lead the strategic communications and outreach for the Global Nutrition Report
- Lead the development of the communications and outreach strategy in consultation with the GNR stakeholders, specifically with the Project Sponsor and the Co-Chairs of the Independent Expert Group
- Drive forward the implementation of the strategy and track its impact
- Map and manage segmented outreach to target audience, track how they take up the analysis and what they act upon
- Work on key agency relationships for the GNR including a PR agency, creative agency and web development agency. This includes producing briefs for agencies and freelancers and overseeing the delivery of their work in accordance with the brief
- Manage all GNR social media accounts
- Content manage the GNR website
- Oversee content creation for the GNR including social media assets, blogs and case studies to maintain momentum throughout the year for the GNR
- Be the external representative and point of contact on GNR communications at multi-stakeholder meetings with sector partners

- Produce insight on the policy landscape and wider environment, partners and audiences, to ensure our work is always responding to that context and continues to add maximum value
- Produce periodic digital analytics reports
- Pitch stories, blogs and op-eds to journalists and other third-party platforms
- Advise colleagues on how to package content to drive better results through communications, particularly on digital
- Source images and graphics, and handle permissions and copyright
- Draft and layout mailings (newsletters, updates) and co-ordinate their review and approval
- Monitor media citations and log through monitoring and evaluation systems, and prepare reports for internal and external stakeholders
- Support the delivery and maintenance of good internal communications and information-sharing internally
- Participate in project meetings to ensure the participation and presence of communications throughout all projects and provide feedback to the communications team
- Support the Head of Communications with any other duties as required

General responsibilities

- Be aware of and take personal responsibility for any health and safety issues and obligations
- Uphold all aspects of company policies and procedures and legal requirements in relation to personal conduct
- Support an ambitious organisation, actively taking part in helping to meet its goals and positively supporting innovation and development
- Maintain professional development and personal development plans
- Be willing and committed to take on new work as and when required and be proactive

No job description or role profile can encompass all tasks and duties that may be required, and we will expect the postholder to carry out other duties and tasks from time to time that are broadly consistent with those in this document.

Person specification

Area		Essential/ desirable
Experience	<ul style="list-style-type: none"> At least five years' experience working in communications, with an emphasis on digital communications 	E
	<ul style="list-style-type: none"> At least three years' working in international development 	E
	<ul style="list-style-type: none"> Working on communications for advocacy campaigns or to support policy influencing 	E
	<ul style="list-style-type: none"> Working with external agencies 	E
	<ul style="list-style-type: none"> Working collaboratively with external partners and stakeholders 	E
	<ul style="list-style-type: none"> Running campaigns which engage and inspire action around nutrition 	D
	<ul style="list-style-type: none"> Working in a not-for-profit or charitable organisation 	D
Skills and abilities	<ul style="list-style-type: none"> Managing social media campaigns that drive high interaction with messages and content 	E
	<ul style="list-style-type: none"> Writing content to support fellow advocates use and communicate key messages and evidence 	E
	<ul style="list-style-type: none"> Skilled in writing for a range of audiences, including making technical and complex information accessible to all 	E
	<ul style="list-style-type: none"> Writing strong creative briefs to deliver high impact communications assets 	E
	<ul style="list-style-type: none"> Website content management 	E
	<ul style="list-style-type: none"> Using Google analytics and analytics tools on social media for tracking engagement with content 	E
	<ul style="list-style-type: none"> Writing engaging presentations that have a strong narrative and deliver key messages and content for a range of audiences 	E

	<ul style="list-style-type: none"> Commissioning content such as blogs and case studies from external stakeholders and guiding its development 	E
	<ul style="list-style-type: none"> Writing press releases and liaising with journalists 	D
	<ul style="list-style-type: none"> Writing media briefings for spokespeople 	D
Education	<ul style="list-style-type: none"> Upper second-class honours degree in a relevant field (social sciences or communications) 	E
Knowledge	<ul style="list-style-type: none"> Working knowledge of the international development sector 	E
	<ul style="list-style-type: none"> Knowledge of global malnutrition 	D
	<ul style="list-style-type: none"> Fluency in French, Spanish or Japanese 	D
Personal attributes	<ul style="list-style-type: none"> Highly organised with the ability to manage multiple complex tasks to strict deadlines while under pressure 	E
	<ul style="list-style-type: none"> A natural team player and collaborator who enjoys working openly and collegially 	E
	<ul style="list-style-type: none"> An outcomes-oriented perspective to all their work, ensuring outputs are always helping drive the change we want to see 	
	<ul style="list-style-type: none"> A champion of good processes who understands the importance of seamless planning and execution for success 	E

Contractual details

Start date:	Immediate start
Location:	DI's Bristol office at North Quay House, Quay Side, Temple Back, Bristol, BS1 6FL, UK
Salary:	£34-38,000 per annum depending on experience
Hours:	35 hours a week
Probation:	3 months
Leave:	25 days pro rata, plus all bank/public holidays

Application details

Your CV (no more than two pages) and covering letter, which should detail your skills and evidence of experience and how it relates to the job description, should be emailed to: Connie Fitzgerald (Human Resources Officer) at HR@devinit.org, quoting 'ref: Senior Communications Officer' in the email subject line. Your letter should also include your salary expectations, notice period/available start date and where you saw the job advert.

Closing date: Monday 22nd April 2019

1st Interviews: w/c 29th April 2019

Other

We welcome applications from all sections of the community.

We have a duty to prevent illegal working by checking potential employees' documents, before employing them, to ensure they have the right to work in the country in which this post is based.

Evidence of right to work will be requested.

Development Initiatives is an equal opportunities employer and in line with our policies, we aim to ensure that no job applicant receives less favourable treatment on the grounds of race, colour, nationality, religion, ethnic or national origin, age, gender, marital status, sexual orientation or disability.

We find it helpful for all applicants to complete our Diversity Monitoring Form found on our website at: <http://devinit.org/working-with-us/vacancies/>

Working together

People are our greatest asset. You often hear it said, and at Development Initiatives, it really is true. We acknowledge that we work in an environment where the pace is often fast, and we need our people to be able to respond swiftly and creatively to new situations and demands. The better our employees are, the more effective we will be, and for this reason, we work hard to create an environment that meets everyone's needs.

In line with our values (empowering, transparent, impartial, innovative, agile, quality), we aim for a culture of honesty and openness. We want to attract and retain talented people who share our vision. We also like to offer individuals the space to use their talents in an innovative working environment with colleagues who are passionate about our vision. We also offer:

	UK	US	East Africa
Informal work environment (e.g. casual dress)	✓	✓	✓
Pension scheme with 5% employer contribution	✓		✓
Flexible working arrangements (e.g. homeworking, flexitime)	✓	✓	✓
Healthcare scheme with employee assistance programme	✓		
Medical Insurance		✓	✓
Paid study leave and financial support	✓	✓	✓
Paid professional membership fees	✓	✓	✓
Buy/sell holiday scheme	✓	✓	✓
Cycle to work scheme	✓		
Childcare vouchers	✓		
Enhanced holiday entitlement, plus all bank and public holidays and discretionary paid time off at Christmas	✓	✓	✓
Up to five days' paid volunteering leave (addressing poverty/helping vulnerable people)	✓	✓	✓