

Job Title:	Communications and Engagement Officer
Location:	Farringdon, London
Reports to:	Digital Comms Adviser
Grade:	4
Budget responsibility:	None
Line management responsibility:	None
Child Safeguarding Level: <i>(GAO based positions only)</i>	Level 1 This post has been classified to be a Level 1 position. A Disclosure and Barring Service (DBS) basic check or equivalent overseas police check will be obtained for employees at this level prior to their Start Date. As the post is not covered by the Exceptions Order 1975 to the Rehabilitation of Offenders Act 1974, any spent criminal convictions will not be considered when considering suitability for the role.

Background

The Humanitarian Leadership Academy is a team within Save the Children UK's Humanitarian Department whose mission is to enable people around the world to prepare for and respond to crises in their own countries.

The Academy works to address the critical need for better quality, more relevant humanitarian learning and knowledge that is accessible to all those who need it. The Academy works with a wide range of partners, drawing on the knowledge, expertise and resources of a range of sectors to demonstrate how collaboration can ensure the best solutions are found for those most in need. Our aim is to ensure that communities are prepared in advance with the knowledge and skills they need to respond quickly and effectively to a humanitarian situation. We want to build the resilience of communities and businesses, ultimately limiting loss of life and mitigating the devastating impact of disasters and conflict.

The Academy, previously a charitable subsidiary, has now merged with Save the Children UK (SCUK), which provides core service support and some fundraising support to the Academy.

Job Purpose:

As a collaborative initiative, powerful and intelligent marketing and communication remains critical for the Humanitarian Leadership Academy. This role will support the Digital Communications Adviser on creating, developing and delivering content through a robust marketing and communications strategy to ensure the Academy is universally recognised and reaches as many new people and organisations as possible.

The individual will be part of the Academy's External Relations team who are responsible for ensuring that the Academy's profile and credibility is grown and maintained, and that the Academy remains relevant to local actors and within the wider global context. This is achieved through the brand, communications channels, strategic stakeholder engagement, income generation and the development of global partnerships. The team also works closely with the Academy's network members to support engagement at the local, national and regional levels.

Key responsibilities:

- Support on the development and delivery of communications and marketing strategies to enhance the Academy's reputation and profile, including social media and digital engagement.
- Work with colleagues from across strategic partnerships and initiatives to ensure that our communications are aligned with programmatic and partnership goals and opportunities to support the achievement of the Academy's global ambition.
- Support the Digital Comms Adviser in maintaining the Academy's external communications channels including the website, digital newsletter and social media channels, ensuring that they have regular engaging content and robust analytics in place. Support offline events with online copy and live social media.
- Plan and produce compelling content that showcases the Academy's achievements and its offer, engaging and broadening our target audiences on all key platforms including the Academy's website, social media and other relevant channels.
- Research and secure opportunities for the Academy's content to be included in external communications and media to promote the organisations work and impact.
- Support on the management and delivery of digital campaign metrics.
- Support on the management of external agencies, consultants and suppliers to secure value for money for the Academy when delivering the Academy's communications and marketing strategies.
- Ensure that all communications materials maintain a high degree of consistency, accuracy and relevance.
- Research and handle engagement opportunities, providing recommendations, and collaborating with the relevant internal teams where needed to execute.
- Lead on keeping the Academy's global external events calendar up-to-date, making recommendations for which events the Academy should attend and/or have visible presence at.
- Engage Academy staff and network members on key events and policies through a weekly e-newsletter, ensuring all relevant parts of the network are kept up-to-date and informed of recent launches, upcoming events and academy successes.
- Coordinate the Academy's involvement in major external events where we are a co-host/organizer and represent where required on the day.

The post holder will be expected to undertake other duties as may reasonably be required to meet the changing needs of the business.

Requirements

Minimum

- Significant experience in a marketing and/or communications role for an NGO, social enterprise or a start-up business.
- Proven experience of developing digital marketing and communication campaigns, including earned, owned and paid.
- Experience managing events, conferences, workshops
- Experience in sourcing, filing and articulately and concisely summarising stories, data and images from a range of stakeholders
- Proven background of developing effective digital and multi-media content suitable for use across a range of digital channels and for a range of audiences.
- Proven experience in using websites and social media platforms to meet strategic aims.
- Excellent, accurate written and verbal communication skills in English with strong attention to detail, accuracy and consistent quality.
- Ability to manage a range of stakeholders, demonstrating diplomacy and professionalism in all forms of communication

Preferred

- Understanding of the current humanitarian landscape, particularly in relation to the Grand Bargain and the localisation agenda
- Confidence in proactively engaging with external individuals and organisations to identify potential partnership and promotional opportunities
- Proven ability to work both as part of a team and on individual tasks and projects
- Confident in managing multiple projects in a fast-paced environment
- Experience of working overseas and an understanding of barriers to communication and information management in developing countries.
- A working knowledge of the aid sector, humanitarian journalists and media, networks and organisations and accessing hard to reach audiences on a global scale.
- Competence in a second language (Arabic/Spanish)
- Basic knowledge of relevant technical skills such as video editing and photo editing.