Job profile

COMMUNICATIONS OFFICER
ABOUT US

We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world’s toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We’re a global change-making group. The group consists of a UK registered charity with community projects in Africa, Asia and Latin America, an independent development publishing company and a technical consulting service. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS

We help people find solutions to some of the world’s toughest problems, made worse by catastrophic climate change and persistent gender inequality. Our aims are to:

• Make agriculture work better for smallholder farmers, many of them women, so they can adapt to climate change and achieve a good standard of living
• Help more people harness the transformational effects of clean affordable energy and reduce avoidable deaths caused by smoke from indoor stoves and fires.
• Make cities in poorer countries cleaner, healthier places to live and work.
• Build disaster resilience into the lives of people threatened by hazards – reducing the risk of hazards and minimising their impact on lives and livelihoods.

HOW WE WORK

We work on holistic solutions that change systems and have a framework to help us achieve our aims:

• Analyse the root causes of a poverty and vulnerability
• Define the change at scale we need to make
• Develop activities along three complementary paths: Demonstrate, Learn and Inspire.
  - Demonstrate that our solutions are sustainable in the real world
  - Learn by capturing evidence and adapting our approach
- Inspire wider support to multiply our impact.

OUR ORGANISATION

Practical Action is an unconventional, multi-disciplinary changemaking organisation

- A highly innovative community development charity operating in Africa, Asia and Latin America. Practical Action community projects use ingenious ideas to design, test, refine and prove new ways to overcome poverty and disadvantage and then ‘open-source’ knowledge of what works so that it can be implemented at a greater scale by others.

- A world-class consulting operation that helps socially responsible business, government policy makers and other development organisations. This draws on learnings from our own development work as well as the combined brainpower of a roster of over 2,000 expert consultants. Practical Action Consulting helps to extend the reach of our influence by providing the best advice to others, whose work can make a bigger difference.

- A well respected specialist development publisher. Practical Action Publishing brings together development practitioners, researchers and thought leaders to create publications that stimulate discussion, strengthen peoples’ capabilities and inspire sustainable change.
About the Role

The Communications Officer role sits within the Engagement Team, the focus of which is external relations and the promotion of Practical Action’s work through influential partners and channels. More specifically, the purpose of the team is to:

- **Build our profile** so our values and opinions are heard by more people more often
- **Support our fundraising efforts** to help us generate income to fund our work
- **Create and manage relationships** with key stakeholders engaged in and supporting our work
- **Protect our reputation** by providing crisis management support and ensuring consistent messages are heard by external audiences.

You will be expected to build excellent relationships with external partners and with many internal teams in the UK and around the world. This will be coupled with the creation and dissemination of powerful audience appropriate content through media outlets, influencers and partner-owned communications channels.

Scope

<table>
<thead>
<tr>
<th>Title</th>
<th>Communications Officer</th>
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<tbody>
<tr>
<td>Directorate</td>
<td>Fundraising, Marketing &amp; Communications</td>
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<tr>
<td>Reporting to</td>
<td>Engagement Manager</td>
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<tr>
<td>Direct reports</td>
<td>None</td>
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<tr>
<td>Groups</td>
<td>International communications</td>
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<td>Relationships</td>
<td>Marketing, Fundraising and Education department, the international communications teams, and Impact and Influence</td>
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<tr>
<td>Financial scope</td>
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<tr>
<td>Location</td>
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<tr>
<td>Duration</td>
<td>Permanent</td>
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<tr>
<td>Grade</td>
<td>C - range from £30,408 to £35,004 p.a. depending on experience</td>
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<tr>
<td>Travel</td>
<td>UK and International</td>
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Accountabilities

Your success will be measured by the impact of your activities on our four key objectives listed above. You will be expected to lead and drive a range of project often taking place at the same time. Prioritisation and time management skills will be crucial.

Build our profile
- Execute relevant aspects of an external PR strategy, with particular emphasis on donor and stakeholder outreach.
- Identify audience relevant events and lead organisational presence and cross team working to maximise impact. Weekend and out of core hours work may be required.
- Promote our work via relevant externally-owned online and offline channels

Support our fundraising efforts:
- Identify examples of our story, working with our international offices to collect content and sharing this internally and externally
- Work with the digital and brand teams to deliver consistently engaging content that tells the Practical Action story to our external audiences
- Target potential new donors with our story, messages, and calls to action

Create and manage important relationships
- Represent Practical Action externally as and when necessary to actively network with peers in the sector and with influencers
- Create, lead and ensure execution of communications plans for key donor projects
- Build relationships with stakeholders and influencers to encourage and enable them to share examples of our work via their own channels

Protect our reputation
- Respond to media requests for comment and support, and in crisis situations do so out of normal business hours
- Provide internal support to ensure consistency of messaging in crisis situations
- Facilitate media training for key spokespeople

WORKING RELATIONSHIPS

The post-holder will report directly to the Engagement Manager. There will also be close collaboration with the rest of the UK Marketing and Communications department and the country communications teams. Liaison will also be needed with the Senior Leadership Team, Monitoring & Evaluation and project staff, Impact and Influence team, Practical Action Consulting and Practical Action Publishing. Some UK and international travel may be required.
Team Structure

Person Profile

To be successful in the role, the ideal candidate will be able to demonstrate:

**Specific skills required**

- Strong PR and events experience coupled with digital and social media skills
- Excellent oral, listening and visual communication skills
- Planning and measuring engagement with targeted audiences
- Comprehension of a specific audience needs and motivations
- Influencing partners and colleagues to promote content on your behalf
- Ability to lead teams and work with colleagues of varying levels and experience
- Reporting back effectively to internal stakeholders on progress, successes and learnings
- Networking to create opportunities for creating support and brand awareness

**Specific experience required**

- Experience in a communications, events, or PR role
- Project management, planning and evaluation experience
- Experience in creating and/or using digital content to engage specific audiences
- Partners and stakeholder engagement and relationship management
- Understanding and experience of working with the media
- Empathy with Practical Action’s vision, mission and values