



Job description

Job title: Communications Manager, PS2

Job location: Haywards Heath

Reports to: Director of News

Responsible for: Editor, Policy & Campaigns, Senior Content Producer and Communications Officer

Department: Policy and Programme Strategy (known as PS2)

Job purpose

To develop and deliver communications strategies, integrated communication campaigns and activities that build support and awareness of the work of Sightsavers' Policy and Programme Strategy directorate. Provide line management and strategic direction to the PS2 Communications Team and communications advice and expertise to the PS2 Directorate. Collaborate with other communications and marketing teams, as well as fundraising teams; and contribute to effective overall organisational communications management.

Principal accountabilities:

Strategy

- Develop and deliver communications strategies that support and drive forward the business plan of the PS2 Directorate and, where appropriate, organisation-wide objectives
- Provide and implement communications strategy to support Sightsavers campaign for disability inclusive development (Put Us In The Picture)
- Position Sightsavers as a trusted partner and leader in the disability inclusive development field
- Provide and implement communications strategy for Sightsavers research output
- Provide communications advice and support to Sightsavers' policy and advocacy teams
- Provide and implement communications strategy and plans to support Sightsavers' institutionally funded contracts and grants including multi-partner consortia.
- Proactively identify new communications trends, platforms and opportunities to raise awareness of Sightsavers, our PS2 portfolio and related issues.
- Monitor and evaluate the effectiveness of communications strategies and activities against objectives, and report on their effectiveness to Director of News, PS2 directors, communications teams and, where needed, donors.
- Work with Director News and other colleagues to identify and mitigate any reputational risks.

- Contribute to broader PS2 strategic planning, budget and decision-making as relevant
- Work with wider communications teams to harness broader communications opportunities for Sightsavers, contributing to the organisation's wider communications programme and resource planning, and play a key role in the development of Sightsavers' digital and content strategies working closely with the Content Strategy Team and Online/Design Team

Delivery of integrated campaigns, activities and communication products

- Lead on the design and management of high-profile integrated communication campaigns, activities and products to raise the profile of our campaign and programmes, our particular areas of expertise, and the progress and impact of our donor funded grants and contracts.
- Ensure PS2 communications plans and projects are managed and delivered effectively, including direct project management and delegation as appropriate.
- Advise on the development of realistic timelines, milestones and budgets for communications activity.
- Provide clear and effective briefs to the online design team when required, ensuring all communication products meet objectives and audience needs
- Prioritise and schedule to give the organisation and key external stakeholders foresight on PS2 communications activity and ensure that PS2 priorities are reflected in the organisation's external communications.
- Work with other communications staff, particularly the Director of News, Senior Media & PR Officer, Policy, as well as the Head of Media and Communications Manager, NTDs and Global Head of Online to formulate and deliver communications plans ensuring they are integrated and complementary;; and, where appropriate, work together on producing content and products suitable for reaching diverse audiences and channels.
- Establish and maintain strong relationships with other colleagues, particularly in Policy and Global Advocacy, IFT and Research team, online and design teams well as Country Directors and programme teams, to identify and pursue opportunities for joined up working and to share learnings from integrated communications campaigns in order to deliver impactful and engaging communications.

PS2 messaging, collateral and reporting

- Ensure coherence of PS2 messaging to audiences and ensure materials and communications are engaging and impactful.
- Lead on the compilation, writing, editing, design, production and distribution of PS2-related printed, audio-visual and digital materials for a range of audiences.
- Manage and ensure effective content within the PS2-managed areas of the Sightsavers global website.
- As required, support Senior Management with PS2 content for speeches, presentations and executive materials and any related communications plans.

Programmatic and funding requirements

- Work with PS2 teams to identify communications opportunities arising from all PS2 activity and to conceive and deliver creative, ambitious and multi-platform communications strategies that support the objectives of the PS2 directorate.
- Design and implement communications plans for IFT funding proposals and projects.
- Report back to funding teams and donors on the impact of communications activities. Plan and deliver joint communications initiatives with donors and partners to further strategic priorities.
- Ensure any mandated donor visibility, branding and messaging is adhered to.
- Work with PS2 teams as required, to manage the communications budgets of programmes, demonstrating value for money and return on investment

Stakeholder management

- Ensure effective internal communication of successes and milestones in PS2 work.
- Foster effective internal working relationships to promote a culture of continuous improvement in communications across Sightsavers.
- Proactively seek out opportunities to strengthen relationships with key stakeholders.
- Where required, liaise with donors and other relevant stakeholders to provide creative input into content and communications plans and work to establish and strengthen relationships with external stakeholders and counterparts from partner NGOs, donors, academic and research bodies and coalition groups.
- Manage external agencies and consultants as required.
- Work with colleagues to achieve PS2 activity and messaging alignment across multiple teams and interests

Team management

- To lead, manage and motivate the PS2 communications team to help maximise opportunities to build support and raise awareness of Sightsavers' campaign and programmes.
- Provide leadership and project management to ensure PS2 communications plans and projects are managed and delivered effectively, including direct project management and delegation as appropriate, and help problem solve as required
- Support the career development of the PS2 communications team.
- Ensure PS2 communications team support internal communication processes and standards, in line with agreed organisational policies. In this, act as an ambassador for exceptional and effective internal communication and teamwork across all teams.
- Ensure the PS2 communications team helps to drive forward innovative ways of working and communications, leading to support organisational effectiveness.

The principle accountabilities are not meant to be an exhaustive list of tasks. Flexibility is essential and the job holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed.

Jobholder entry requirements

Knowledge, skills and behaviours required

Knowledge:

- Significant experience of working in a charitable or international development communications team.
- Degree and/or significant related work experience in this area.
- Managing and/or project managing a diverse range of communications projects simultaneously to deliver short and long-term communications objectives and activity.
- Knowledge of current trends, tools and best practise for communication, including digital, strategies.
- Knowledge of international development policy, particularly health and disability
- Working knowledge of French an advantage

Skills and experience:

- Ability to work with and manage a wide range of internal and external stakeholders at all levels of an organisation at the same time.
- Ability to work under pressure and manage competing priorities.
- Experienced in developing and implementing integrated communications strategies across a range of organisational priorities.
- Ability to present complex information in an appropriate and engaging form suitable to the audience.
- Experience developing creative communications concepts, strategies and tactics.
- Good experience across all communications channels, and understanding of how they work together to generate integrated messaging.
- Experience of communicating through coalition and consortium and managing associated opportunities and challenges this presents
- Experience of using or managing the use of digital content creation and management software such as: Content Management Systems, Video editing software, email delivery systems, social media and data collection.
- Project management and production oversight in a communications management role.
- Digital content production and management (web, email and social media)
- Experience of procuring and managing agencies and external providers to provide content and digital products.
- Excellent writing and presenting skills
- Budget planning and management
- Line management experience
- An understanding of and commitment to equality of opportunity for people with disabilities.

Core behaviours:

- Decision Making

- Resilient
- Tenacious
- Empathetic
- Team working
- Confident communication and influencing
- Transparency
- Creative and inspirational
- Flexibility and self-motivation
- Planning and organising
- Change and improvement
- Delivery and implementation

Key relationships

Internal

PS2

- Director, PS2
- Director of News
- Head of Media
- Communications Manager, NTDs
- Director , Institutional Funding
- Director, Policy and Global Advocacy
- Director, SPIDER (Strategic Programme Development, Evidence and Research)
- Head of Campaigns
- Head of Advocacy
- Head of Policy
- Institutional Funding Directorate
- SPIDER directorate, particularly Global Technical Leads and researchers

Communications Hub

- Head of Online
- Content Strategist
- Digital Producer

Fundraising Directorate

- Director of Individual Giving and Marketing
- Head of Digital Fundraising

External

- External agencies when required

