

JOB DESCRIPTION

JOB TITLE

HEAD OF COMMUNICATIONS AND CAMPAIGNS

TEAM

GLOBAL FUNDRAISING, MARKETING AND COMMUNICATIONS

REPORTING TO

DIRECTOR OF GLOBAL FUNDRAISING, MARKETING AND COMMUNICATIONS

LOCATION

HYBRID – REMOTE, LONDON HEAD OFFICE AS REQUIRED

HOURS OF WORK

34.5 HOURS PER WEEK

ANNUAL LEAVE

26 DAYS ANNUAL LEAVE, PLUS BANK HOLIDAYS. FURTHER DAYS OF LEAVE WILL BE EARNED AFTER TWO YEARS OF SERVICE

RENUMERATION

COMPETITIVE, PLUS BENEFITS

OUR VISION

Our vision is a world where every working animal lives a healthy and valued life.

OUR MISSION

Our mission is to transform the welfare of working animals in a world where animals, people and the environment are respected and thrive.

SUMMARY OF ROLE

As Head of Communications and Campaigns, you will pro-actively develop and drive work to generate PR coverage and awareness for SPANA, and ensure working animals are represented in the global news agenda. You will also represent our global influencing and advocacy agenda externally, and you will manage the development of SPANA content and stakeholder communications, including SPANA publications, films and digital media.

The role manages the Communications and Campaigns team, which is part of SPANA's Global Fundraising, Marketing and Communications department.

Key Relationships

- Responsible to the Director of Global Fundraising, Marketing and Communications
- Communications and Campaigns team
- Global Fundraising, Marketing & Communications colleagues
- Chief Executive
- Senior Leadership Team members
- Global Programmes colleagues
- SPANA Country Directors and partners.

KEY RESPONSIBILITIES

PR and media relations

- Lead on the development and delivery of the PR strategy to deliver local, national and global PR campaigns and activities (both digital and offline), including stories encompassing all aspects of SPANA's work, from our global programmes and emergency projects to fundraising activities.
- Lead on the production and distribution of press releases, articles, statements, case studies, Q&A sheets, position statements, briefings, press packs and other media materials.
- Organise PR activities for media, SPANA colleagues and stakeholders, as required.
- Ensure the SPANA press office is available for media enquiries, providing out-of-hours media cover (including during weekends).
- Manage use of the Media Database, the press cuttings archive and the website's media centre.
- Provide internal reports as required and ensure KPI monitoring is updated.
- Lead on the daily monitoring of the media to identify opportunities for PR activities.
- Oversee the production of video news releases or other content for broadcasters.
- Support the Director of Global Fundraising, Marketing & Communications and the Senior Leadership Team in any crisis communications and reputation management work.

Communications campaigning

- Working with the SLT and Global Programmes, develop, manage and contribute to agenda-setting integrated campaigns that represent SPANA's work to deliver policy change for working animals.
- Represent SPANA's campaigning work externally.
- Work with other organisations and groups (e.g. ICWE) in support of SPANA's influencing goals.
- Co-ordinate lobbying activities across SPANA and our partners.
- Develop and deliver external activities to highlight key campaign messages and achievements.
- Collaborate across the organisation to ensure effective messaging across campaigns.

Content and stakeholder communications

- Manage the writing, editing and production of the key SPANA stakeholder communications, including the Annual Review, statutory accounts and supporter magazine SPANA News, ensuring all material meets editorial and brand standards.
- Manage the development and delivery of SPANA's internal communications programme.
- Oversee the development and production of SPANA films and content.
- Produce generic SPANA communications materials as required.
- Proof-read and review materials for staff from across the charity.
- Provide PR, content and archive material for SPANA marketing and social media channels.
- Manage SPANA's relationships with high-profile stakeholders, including celebrities and leaders.

Brand management

- Manage the development and use of the charity's brand guidelines, working with colleagues, partners and suppliers as necessary to ensure they are complying with our brand identity.
- Serve as a brand guardian and champion.

Management

- Provide dynamic and motivating leadership for the Communications and Campaigns team.
- Develop and manage a yearly activity plan for the Communications and Campaigns team.
- Develop and manage the Communications and Campaigns team budget.
- Serve as a member of the GFM&C Leadership Team.
- Deputise for the Director of Global Fundraising, Marketing and Communications as required.
- Uphold and promote SPANA values across all work.

This is not an exhaustive list and the post holder may at times be requested to perform other tasks not stated above but within scope of the position.

PERSON SPECIFICATION

<p>KNOWLEDGE, TRAINING & QUALIFICATIONS</p>	<ul style="list-style-type: none"> • Educated to degree level or equivalent through experience. • Excellent knowledge of the media and campaigning environment, including broadcast, print and digital. • Professional qualifications and training in communications and/or journalism (desirable). • Strong knowledge of animal welfare and organisations, within an international development context (desirable).
<p>EXPERIENCE</p>	<ul style="list-style-type: none"> • Experience of working in a busy communications and/or campaigning team. • Experience of international development work. • Demonstrable experience of managing PR and advocacy campaigns, nationally and internationally, including in coalition with other organisations, partners and agencies/suppliers. • Experience of line management and building a collaborative, high-performance team. • An experienced writer, with the ability to produce engaging, persuasive copy that is tailored to particular audiences. • Experience of managing both reactive and proactive media relations, with experience of crisis management planning. • Experience of using media contacts databases. • Experience of digital communications, including writing for websites, social media channels and e-newsletters. • Budgetary management experience. • Experience of brand management. • Experience of ensuring content and materials meet brand and editorial standards. • Experience of working with content management systems. • Print and publications management experience. • Experience of representing organisations on consortia or in partnership activities (desirable). • Experience working within a charity or not-for-profit environment, including supporting income generation (desirable).
<p>SKILLS & ATTRIBUTES</p>	<ul style="list-style-type: none"> • A confident communicator and advocate. • Excellent interpersonal skills, with the ability to communicate clearly and persuasively with diverse stakeholders. • An ability to create accessible and impactful media material from complex data and reports. • Strong IT skills, including Microsoft Office. • A highly innovative and creative thinker, able to work on own initiative and as part of a team. • Proven ability to balance the competing demands of multiple projects with tight deadlines. • Skilled in articulating public policy positions. • Excellent attention to detail and proofreading skills. • Good numerical skills and the ability to analyse campaigns. • Willingness to work occasional weekends and evenings for media monitoring/response and when required. • Strong commitment to SPANA's vision, mission and values.