

JOB DESCRIPTION

Job Title:	Senior Communications and Media Officer
Responsible to:	Communications Manager
Responsible for:	Communications Coordinator
Salary:	£28,001 – £30,619
Location:	London

Introduction to Raleigh International

Today more people than ever before are working together to create sustainable change around the world. Despite this, there is much more work to be done.

Raleigh International connects communities wanting to improve their lives and their environment with passionate people from around the world who want to take positive action.

We believe that when local communities and young people work side by side to create positive change, it empowers them. And it's the energy and motivation of empowered people that creates lasting change

Raleigh International is a sustainable development charity. We focus on working for and with youth to inspire and make positive change in three areas: providing access to safe water and sanitation, protecting vulnerable environments and building livelihoods.

Our way of working to achieve impact in all of these areas is by engaging young volunteers from around the world through our current main delivery programmes: Raleigh Expedition and International Citizen Service (ICS), a UK government-funded development programme that brings together young people from all backgrounds to fight poverty around the world.

We operate in partnership with communities, non-governmental organisations (NGOs) and governments in Malaysian Borneo, Costa Rica, Nicaragua, Nepal and Tanzania. Since our foundation as a charity in 1984, Raleigh volunteers have become a global community of more than 40,000 people committed to building a sustainable future.

The Raleigh Brand

Our Vision – the world we want to see

A global community working to build a sustainable future.

Our Mission – why we exist

To create lasting change through youth

Our Values – how do we behave?

Our values are at the heart of our work. They guide how we do what we do. They are shared by our staff, supporters, volunteers, project partners and the communities with whom we work.

- **Find the courage**

We find the courage to step out of our comfort zone and create change.

➤ **Never give up**

We have the grit, determination and resilience to get the job done.

➤ **Open to discovery**

We are open-minded to trying new things and learn from one another.

➤ **Act with Integrity**

We act with honesty and respect, and we take responsibility for doing what we say.

➤ **Create Impact together**

We seek to maximise long-lasting impact in everything we do.

Overall Purpose of the Role

Reporting to the Communications Manager, the Senior Communications and Media Officer will focus on driving the charity's media activities to articulate the wider messages about Raleigh's work in an engaging and inspiring way.

You will be responsible for drafting content for web and social media as well as editing and producing Raleigh's print publications including the Impact Report and alumni publication Connections.

You will manage the Communications Coordinator, whose role focuses on gaining regional media coverage.

Evidence of excellent writing and editing skills is essential, as is knowledge of working with the UK national, regional and specialist media.

Principal Accountabilities and Responsibilities

Media and editorial

- Create and drive media campaigns to raise awareness of Raleigh's work
- Responsible for brand positioning in external publications
- Build relationships with national journalists
- React to media enquiries
- Draft press releases
- Carry out journalist trips where necessary
- Support in country teams with media where necessary
- Research and write articles, blogs and other social media content
- Carry out measurement and audit across external channels
- Ensure all key messages are communicated effectively to the media and other external audiences, are consistent with Raleigh's core values and reflect the strategic objectives and priorities
- Produce twice yearly Connections magazine
- Edit Annual report and Impact report
- Provide editorial support across the organisation

Opinion formers

- Create and deliver opinion former plan with Communications Coordinator and Communications Manager
- Successfully communicate evidence and research in the right channels

- Lead on organising opinion former events, including working with third-party researchers

Crisis communications

- Manage incident and crisis communications including drafting statements, all-staff emails, and researching reputational risk of early returns
- Share out of hours crisis cover with Communications Manager

Line management

- Manage Communications Coordinator

Person Specification (Skills and Experience)

Essential

- Demonstrable verbal communication skills
- Proven ability to write and edit to a high standard, including experience of managing, collating and writing organisational publications
- Experience of managing both reactive enquiries – including in a crisis – and gaining proactive, high-level media coverage using both strategic planning and plenty of initiative and creativity
- Proven ability to build strong relationships and influence at all levels including journalists
- Commitment to the aims, ethos and culture of Raleigh International

Desirable

- Experience of volunteering overseas or working within a development or international context
- Experience with creative media software, i.e. video editing, Adobe Creative Suite (Photoshop)
- Experience of working with young people aged 17-25
- Experience of facilitating overseas media visits
- Experience of organising and co-ordinating events
- Management experience
- Experience of use media monitoring database eg. Precise

Other Information

Holiday entitlement

The holiday entitlement for full-time staff is 25 working days per year, plus 8 public holidays.

Office hours

Normal office hours are Monday to Friday, 9.00 am - 5.00 pm though staff can vary their start and finish times between 8.00 am – 4.00 pm and 10.00 am – 6.00 pm, although weekend, early morning and evening working required, particularly to liaise with countries globally.

Employment Eligibility

To be considered for this role applicants must have British Nationality or have a right to live and work in the UK.

Safeguarding and Vulnerable Adults

Raleigh International is committed to ensuring the health, safety, welfare and development of all young people with whom it works regardless of gender, age, stage of development, disability, sexual orientation, religion, culture or ethnicity. All participants who take part in activities organised by us should enjoy taking part in these without fear of harm. We guide all staff and volunteers to show respect for and understanding of young people's rights and their safety and welfare and by so doing, conduct themselves in a way that reflects our principles.

Anti-Corruption Policy

It is Raleigh International's policy to conduct organisation business honestly, and without the use of corrupt practices or acts of bribery to obtain or receive an unfair advantage.

Raleigh is committed to ensuring adherence to the highest legal and ethical standards of organisation conduct. This must be reflected in every aspect of the way in which we operate. We must conduct all our dealings with integrity. Bribery and corruption harms the societies in which these acts are committed and prevents economic growth and development.

Any breach of Raleigh's policy will be regarded as a serious matter and will be dealt with under our disciplinary procedure. In serious cases, it may be treated as gross misconduct leading to summary dismissal.