

JOB DESCRIPTION

Job title: Lead, Communications

Location: Remote working

Managed by: Head of Communications and Membership

Contract: 2 years fixed term

Salary: £35-39k per annum

Deadline: Friday 09 March, 09am UTC

Background

Consumers International is the leading global membership organisation bringing together over 200 consumer organisations in more than 100 countries to empower and champion the rights of consumers.

We work with our Members and partners across national borders to address critical, systemic global issues that impact consumers. Representing and empowering consumers, we are their voice in international policy-making forums and the global marketplace to shape a world where everyone has access to fair, safe and sustainable products and services.

Working for Consumers International provides the opportunity to build solutions and partnerships to address the foremost marketplace issues and opportunities at global scale. See a selection of our most recent achievements [here](#).

Purpose of the role

We are looking for enthusiastic colleague ready to work in a fast-paced organisation who can easily grasp and communicate impact to our different audiences. The Lead, Communications will be an exceptional writer across different platforms and a strategic thinker, developing a solid understanding of our audiences and the best ways to share our story with them. They will love the opportunities that come with working in an entrepreneurial environment, with a drive to deliver excellence and aptly project manage across our high-profile moments – events, product launches, campaigns.

The role is currently fixed term with potential to change to a permanent role.

Key Responsibilities

Content generation

- Draft compelling content for our different audiences across a broad suite of communications, including for our website, social media, materials and externally placed opinion pieces.

Leadership

- Play a key role in implementing our Communications Strategy.
- Lead on the design, delivery and evaluation of several communications plans for core global opportunities – such as the release of research, events and campaigns.
- Apply strategic oversight when designing and delivering plans – identifying audiences, speakers, messages and partners to champion the opportunities.
- Take ownership for our social media strategy, to heighten and step-change engagement in 2024.
- Aptly project manage our core global opportunities and other special projects in 2025 (e.g. a new website) working with the team, external suppliers and partners to do so.
- Navigate communications issues.

Driving efficiency and continuous improvement

- Take ownership for developing efficient systems and processes to improve how we plan communications opportunities and evaluate impact from across the team.
- Design core protocols to mitigate issues, e.g. how to communicate on sensitive issues.
- Be diligent in monitoring the results of our communications performance, to proactively share outcomes with the team and help to improve outcomes.

Using relationships for change

- Build relationships with our Members, partners and donors to share their story, make them feel valued and ensure they promote our initiatives.
- Actively build the capacity of the team in communications (e.g. providing feedback and training sessions).

Visual identity

- Support the evolution of our visual identity to reflect new work and our mission and vision.

Other

- Be willing to work on responsibilities not part of the regular job description.

Personal Specification

ESSENTIAL REQUIREMENTS	CRITERIA
EXPERIENCE & UNDERSTANDING	<ul style="list-style-type: none"> • Over 5 years' experience in communications or another relevant field. • Strong track record of creating compelling communications, particularly for digital (website, social media) and externally placed pieces (opinion pieces). • Evidence of crafting materials that have resonated with funders and partners. • A keen interest and experience in delivering high-profile moments for organisations (for events, research or campaigns). • Demonstrable experience in designing and implementing strategic communications plans which have significantly raised an organisation's profile. • Strong audience mapping, message development and evaluation experience. • Excellent visual eye and brand awareness. • Excellent project management and organisation skills, being able to lead well across teams and managing external stakeholders to time and budget. • Experience managing communications issues calmly. • Experience introducing new systems, processes and tools to help drive efficiency and impact in communications.
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Comfortable working in a start-up and fast-paced environment, turning barriers into opportunities. • Has a mindset of continuous improvement, takes a proactive approach and brings solutions to issues. • Advanced relationship skills, with the ability to influence, inspire and assert within the organisation and with core partners. • Comfortable making tough decisions and trade-offs. • Takes a big picture focus, to help drive long-term change.
OTHER ESSENTIAL REQUIREMENTS	<ul style="list-style-type: none"> • Strong IT skills with excellent use of MS Office and a good grasp of virtual meeting software (e.g. Zoom or Teams). • Excellent spoken and written communication. • Commitment to the aims, objectives and values of Consumers International.
DESIRABLE REQUIREMENTS	<ul style="list-style-type: none"> • An understanding of the consumer rights movement. • Second language would be an asset (French, Spanish or Arabic). • Good grasp of Salesforce and project management tools (e.g. Microsoft Projects and/or other online applications). • Line management experience. • Budget management experience. • Audio-visual experience.

Our Values

The Consumers International team strives to live the following values:

Leadership	<ul style="list-style-type: none"> • Making tough trade-offs to ensure we deliver against strategy. • Charting a path forward – listening to other perspectives, while being independent of those perspectives. • Self-starting, motivated to put ourselves in leadership positions and drive forward pieces of work. • Striving to bring others with us – colleagues understand the direction we are taking and our reasoning. Viewpoints are sought at key moments and delivery is orientated around the strategy.
Inclusivity	<ul style="list-style-type: none"> • In delivering our strategy, creating the space to listen and understand views, and diversity of participation and representation.
Caring	<ul style="list-style-type: none"> • Caring about the career development and success of our colleagues and how our team collaborates together. • Caring about the future of consumers and members and achieving impact for them through our strategy and change agenda.
Innovation	<ul style="list-style-type: none"> • Pursuing new creative ideas that have the potential to change the world.
Agility	<ul style="list-style-type: none"> • Adapting quickly in response to opportunity.
Efficiency	<ul style="list-style-type: none"> • Generating the greatest impact for the least effort. Keeping it simple and systemising for efficiencies.
Excellence	<ul style="list-style-type: none"> • Delivering work to the highest standards with professionalism and integrity. The quality of work is evident to all.
Passion	<ul style="list-style-type: none"> • Passion for a safe, fair, and sustainable marketplace for consumers drives our impact and the achievement of our organisational goals. • Engaging with energy and excitement.

This is a description of the job as it is presently constituted. It is the practice of Consumers International to review job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is the organisation’s aim to reach agreement on changes, but if agreement is not possible, Consumers International reserves the right to insist on changes to your job description, after consultation with you.

Employee Benefits:

Employee benefits offered will be in line with the minimum statutory requirements in effect for the regional location that the applicant resides in.

How to apply:

If you are interested in this position, please share your CV and a covering letter combined in one word document (no more than four pages), and two examples of content you have developed with recruitment@consint.org.

Your cover letter should explain clearly how your skills and experience relate to the criteria detailed in the person specification section of this job description.

Deadline for applications: Friday 09 March, 09am UTC. Interviews will be held on a rolling basis so applicants are encouraged to apply early.

For any questions relating to the job role, please contact Charlotte Broyd, Head of Communications and Membership: cbroyd@consint.org.

Updated: March 2021

Consumers International is an equal opportunities employer with a policy to ensure that no job applicant or employee should receive less favourable treatment on any grounds not relevant to good employment practice.