

## **JOB DESCRIPTION**

Job title: Communications Specialist

Location: UK based remote work with regular visits to Global Office in London

Managed by: Director of Programmes

Salary: £38.837

Contract: Full time

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## **BACKGROUND:**

Consumers International is the only global membership organisation bringing together over 200 member 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 and involve 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 safe and sustainable products and services.

In the early stages of implementing a new strategy, our rapidly developing programmes consider consumers rights and needs, meeting the sustainable development goals and the areas where our global movement can make the biggest difference, shaping the future for consumers in food, finance, energy, mobility, sustainable consumption and more from the future of food production and consumption to catalysing a sustainable energy transition.

## **PURPOSE OF THE ROLE:**

The Communications Specialist drives the development of Consumers International's voice – ensuring the development and delivery of integrated, targeted, insightful and relevant communications. They will build recognition of Consumers International and its reputation around our Change Agenda and through excellent communications support the long term, deep engagement with our members and stakeholders. They will be able to adapt quickly and enjoy building activity in an entrepreneurial environment as we implement our new strategy.

Key aspects of this role include:

- Building and driving the organisation's editorial calendar and communications plan
- Ensuring a strategic and efficient approach to delivering impactful communications across channels
- Managing communications led projects
- Identifying and driving a flow of insightful communications content
- Advising colleagues and shaping content to ensure it is impactful, insightful, and globally relevant
- Designing communications materials
- Researching, sourcing, and writing content
- Upholding and developing the organisation's brand

- Managing relationships – suppliers, staff, members, stakeholders
- Being a self- starter in an entrepreneurial environment

Measured by:

- Engagement, contribution and satisfaction across channels and products
- Quality and frequency of Consumers International communications through the year
- Quality and relevance of materials used with external audiences
- Positive international brand positioning and awareness of Consumers International
- Successful delivery of strategic organisational initiatives to budget, timing, and principles

## KEY RESPONSIBILITIES

### Communications planning

1. Responsible for shaping strategic communications plan, identifying opportunities to build profile and brand positioning with key audiences.
2. Driving and upholding efficient cross organisational content development and delivery process across channels with a strong online and media emphasis.

### Communications delivery

3. Building and upholding Consumers International's editorial calendar and process.
4. Building engagement levels with target audiences across our channels.
5. Proactively facilitating opportunities to use research, data, and insight to produce meaningful publications and communications.
6. Researching, writing, and producing and designing content to ensure a flow of insightful content to publication standard.
7. Shaping communications opportunities to deliver maximum value in relation to building our voice with our audiences across channels and in alignment with strategic goals.
8. Creating, maintaining, and nurturing key contacts across our membership and stakeholders to support the amplification of our communications.
9. Ensuring ongoing development of Consumers International's communications presence across platforms based on strategy and evidence e.g. website, social media accounts.
10. Building Consumers International's profile across mainstream global media.

### Project management

11. Manage communications led projects with excellence to achieve clear goals and to budget.
12. Coordinate global communications opportunities across our membership and stakeholders to maximise shared value.

### Brand management

13. Act as a brand guardian for Consumers International ensuring a strong, consistent identity for Consumers International and the global movement, upholding protocols and ensuring high standards of accuracy and consistency across all content.

### Legal

14. Implement our GDPR and other legislative responsibilities, working alongside the Head of Finance and Organisational Development.

## Team

15. Line management of colleagues as appropriate.
16. Work collaboratively with colleagues across the organisation to support the implementation of the Strategic and Business Plans.
17. Actively support the development and delivery of programmes and new insight, with an excellent flow of information.
18. Build and apply insight into emerging global issues relevant to Consumers International.
19. Actively promote equality and diversity in all Consumers International activities.

## PERSONAL SPECIFICATION

ESSENTIAL REQUIREMENTS	CRITERIA <span style="float: right;">Tested At</span>
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		Applica tion	Inter view
<b>EXPERIENCE</b>	i. Online communications and media - either in an agency or in house	✓	✓
	ii. Developing and implementing insightful communications, preferably in an advocacy or campaigning context	✓	✓
	iii. Brand management	✓	✓
	iv. Work across all disciplines of communications including marketing, PR, digital and journal	✓	✓
	v. Delivering communications work in collaboration with stakeholders	✓	✓
	vi. Managing media relationships and delivering impact through mainstream and online media channels. Ideally the candidate will have an excellent media network to draw on.	✓	✓
	vii. Using a range of channels including social and traditional media to effectively engage a target audience	✓	✓
	viii. Planning communications including budgeting	✓	✓
	ix. Manage, motivate and empower staff to achieve their full potential.	✓	✓
	x. Working in a multi-stakeholder corporate or membership-type organisation	✓	✓
	xi. Track record of building stakeholder relationships internally and externally	✓	✓
<b>SKILLS AND ABILITIES</b>	xii. Strong written / verbal communication skills, including copywriting and presentations	✓	
	xiii. Can communicate at the right pitch with a variety of audiences including senior stakeholders and individual consumers	✓	✓
	xiv. Can produce accurate, inspiring and relevant copy relating to Consumers International's message	✓	✓
	xv. Has creativity and flair, with the ability to generate new ideas		
	xvi. Excellent IT skills, including experience of using Microsoft Office software	✓	✓
		✓	✓
	xvii. Can seek creative and innovative ways to address perceived barriers and problems and adopt a solution-focused approach	✓	✓
	xviii. Able to be decisive under pressure		
	xix. Interpersonal skills and the ability to build relationships to enable excellent communication	✓	✓
		✓	✓
	xx. Forward planning skills as well as ability to respond to day to day changing priorities	✓	✓
	xxi. Be flexible and able to deal with media management in a 24 hour context		
	xxii. Ability to convert complex ideas from the field of consumer rights into powerful key messages targeting specific audiences and the general public.	✓	✓
	✓	✓	
xxiii. Self-starter with can-do attitude, proactively proposing new ideas in support of our strategy and continuous improvement. Enjoys building out new ideas and entrepreneurial environment	✓	✓	

<b>KNOWLEDGE</b>	xxiv.	Excellent understanding of digital campaigning and communications work and its uses	✓	✓
	xxv.	Knowledge of global media outlets for campaigning charities	✓	✓
	xxvi.	Knowledge and expertise in both traditional and cutting-edge communications platforms and approaches	✓	✓
	xxvii.	Clear understanding of effective branding and brand management	✓	✓
	xxviii.	Understanding of the level of language needed for different and global audiences	✓	✓
	xxix.	Data protection in a global context	✓	✓
<b>EDUCATION/ TRAINING</b>	xxx.	Evidence of recent continuing professional development	✓	
<b>OTHER REQUIREMENTS</b>	xxxi.	Commitment to the aims and objectives of Consumers International	✓	✓
	xxxii.	Able to thrive in a multicultural, highly collaborative, and agile work environment	✓	✓
	xxxiii.	Good organisational representative	✓	✓
	xxxiv.	Outstanding collaborator, with the ability to build strong relationships internally	✓	✓
	xxxv.	Second language would be an asset	✓	
	xxxvi.	Able to travel globally (occasionally)	✓	
	xxxvii.	Able to legally work in the UK (Consumers International cannot assist with visa applications)	✓	✓

## OUR VALUES

The Consumers International team strives to live the following values:

Leadership	<ul style="list-style-type: none"> <li>• Making tough trade-offs to ensure we deliver against strategy.</li> <li>• Charting a path forward – listening to other perspectives, while being independent of those perspectives.</li> <li>• Self-starting, motivated to put ourselves in leadership positions and drive forward pieces of work.</li> <li>• 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.</li> </ul>
Inclusivity	<ul style="list-style-type: none"> <li>• In delivering our strategy, creating the space to listen and understand views, and diversity of participation and representation.</li> </ul>

Caring	<ul style="list-style-type: none"> <li>• Caring about the career development and success of our colleagues and how our team collaborates together.</li> <li>• Caring about the future of consumers and members and achieving impact for them through our strategy and change agenda.</li> </ul>
Innovation	<ul style="list-style-type: none"> <li>• Pursuing new creative ideas that have the potential to change the world.</li> </ul>
Agility	<ul style="list-style-type: none"> <li>• Adapting quickly in response to opportunity.</li> </ul>
Efficiency	<ul style="list-style-type: none"> <li>• Generating the greatest impact for the least effort. Keeping it simple and systemising for efficiencies.</li> </ul>
Excellence	<ul style="list-style-type: none"> <li>• Delivering work to the highest standards with professionalism and integrity. The quality of work is evident to all.</li> </ul>
Passion	<ul style="list-style-type: none"> <li>• Passion for a safe, fair, and sustainable marketplace for consumers drives our impact and the achievement of our organisational goals.</li> <li>• Engaging with energy and excitement.</li> </ul>

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.

**Updated: October 2020**

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.