

JOB DESCRIPTION

Job title: Lead, Strategic Communications & Content

Location: Remote working

Managed by: Head of Communications and Membership

Contract: 2 years fixed term

Salary: £39,000 – 44,000 per annum, dependent on experience

Deadline: Sunday 31 December 2023, interviews held on a rolling basis.

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 [here](#) for our achievements in 2022 to date.

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 - Content will be a strategic thinker, develop a solid understanding of our audiences and be an exceptional writer. They will develop compelling content quickly and be able to tell our story of change in a clear and compelling way.

The Lead will also work well across the organisation, develop stories of change from across our programmes, share the impact of our work with Members and partners and be well adept at writing for different means – media, digital, speeches and scripts for audio-visual outputs. They will have a good visual eye to ensure our written content matches our visual identity and so therefore be experienced in branding. As we launch a new website in the latter half of 2024, they will play a pivotal role in updating content.

The candidate will demonstrate ambition for, and commitment to, consumer protection and empowerment. The role is currently fixed term with potential to change to a permanent role.

Key Responsibilities

Content – media, digital and print materials

- Take ownership and drive forward our Communications Strategy, targeting our audiences with messaging that resonates across different tools – digital, media, audio-visual scripts.
- Draft compelling content for our digital channels, with a core focus on social media, to plan content in advance, both reactive and proactive, and supporting the development of our position on latest news and consumer issues.
- Place features on the work of Consumers International in the media and across partner websites, drafting press releases, pitches and opinion pieces.
- Develop impact stories which share our theory of change and influence new and diverse audiences and funders through marketing materials, presentations and other compelling formats. Apply creative flair in developing the stories, and support the wider team to understand what impact is.
- Ensure digital and other content is well planned, with consistent articles, blogs and audio-visual pieces structured throughout the year.
- Produce regular audio and/or audio-visual pieces that share our story and that of our Members.

Campaign and communications launches

- Lead on the communications plans and strategies for new research and product launches and campaigns. Work with the team to design strategic outlines for their message development and audience mapping.

Relationship Management:

- Effectively engage partners and the media as part of work to ensure content placement across their platforms.
- Develop relationships with our Members to share our story of change and the result of their contribution to our work.

Other

- Undertake other duties as required by the role to raise our profile through good content.
- Line manage one member of the team, increasing to two during the tenure of the position.
- Champion brand consistency across the organisation.

Personal Specification

ESSENTIAL REQUIREMENTS	CRITERIA
EXPERIENCE & UNDERSTANDING	<ul style="list-style-type: none"> • Over 5 years' experience in strategic communications, press, or another relevant field • Strong track record of using content to significantly raise the profile of organisations • Understanding of the importance of audience and message mapping • Able to develop content relevant to communications outputs, digital, media and audio-visual outputs • Demonstrable experience in developing and implementing communications strategies • Excellent brand awareness • Line management experience
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Strong organisation skills and the ability to manage multiple deadlines • 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
OTHER ESSENTIAL REQUIREMENTS	<ul style="list-style-type: none"> • Commitment to the aims and objectives of Consumers International • Able to thrive in a multicultural, collaborative and agile environment • Able to quickly adapt and work in a fast-paced work environment • Outstanding collaborator, with the ability to build strong relationships internally and externally and including with senior stakeholders. This role requires a proactive and assertive attitude to get the best out of others • Self-motivated and able to work efficiently in a distributed organisation without close supervision • Good media and/or list of strategic contacts which will help raise our profile
DESIRABLE REQUIREMENTS	<ul style="list-style-type: none"> • An understanding of the consumer rights movement • Using communications to attract new support and funding. • Second language would be an asset (French, Spanish or Arabic) • Experience in developing content and positioning for large scale events, including to draft speeches and session outlines • Good grasp of project management skills (e.g. Microsoft Projects and/or other online applications)

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 up to four 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: Sunday 31 December, interviews will be held on a rolling basis.

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.