

# Role profile

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## Communications Officer, Bristol

DI's vision is a world without poverty that invests in human security and where everyone shares the benefits of opportunity and growth. Our mission is to ensure that decisions about the allocation of finance and resources result in the end of poverty, increase resilience and security of the world's most vulnerable people, and ensure no one is left behind. We work to make sure these decisions are underpinned by objective and transparent data and evidence, and lead to increased accountability and sustainable long-term outcomes.

DI works to increase and improve data quality, to make data and information accessible and relevant to inform decision making. We work alongside partners and policymakers to identify sustainable solutions to the problems of poverty and insecurity, the causes of crisis and impact of the environment. We provide technical expertise to increase individual and organisational capacity to use data. We work to ensure that the standard of data collection, publication and use is continuously improved to make it accurate, disaggregated and forward looking.

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## Role and content

The Communications Officer will be a creative, dynamic and hard working individual, with exceptional copywriting skills and excellent attention to detail. They will have demonstrable experience in communications and a passion for effective marketing and digital communications. They will report into the Head of Communications and form a key part of the Engagement and Impact team working across our websites, social media and PR.

The Communications Officer will be expected to lead on developing and delivering communications strategies and plans for a number of DI's projects and will support the Head of Communications to drive impact across all of DI's channels. The post holder will write impactful communications and be responsible for the day-to-day management of social media channels.

This is an exciting role in a small and agile team as part of a global organisation with locations in the UK, US, East Africa and Brazil.

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## Person specification

### Education/qualifications

- A communications or marketing background; previous experience working in media relations and digital communications essential
- At least two years of practical communications or marketing experience

### Desirable:

- Upper second class honours degree in a relevant field (politics, development, economics)
- Experience working in either a not-for-profit organisation or agency
- Experience working in international development

## Knowledge/technical competencies

### Essential

- Skilled in writing for a range of audiences, including writing for web and summarising technical and complex content into non-specialist language
- Proven ability to use social media to drive interaction with content and messaging
- Experience of using website content management systems such as WordPress
- Ability to write press releases, liaise with journalists and respond to media enquiries
- Experience of creating and sending e-newsletters (preferably using a platform such as MailChimp or dotmailer) and managing contact lists
- Proven experience in developing and delivering communications plans
- A strong interest or experience in website 'user experience' pathways or in digital strategy
- Ability to produce digital analytics reports that provide insight into digital performance and offer ways to improve user experience and content interaction

### Desirable

- Experience with a range of online content platforms including YouTube and Flickr
- Experience of communications work in Africa, the Middle East or the US would be an asset
- Experience administrating or using a company intranet (such as SharePoint)

### Personal skills/qualities

- Able to work independently under supervision
- Ability to work to strict deadlines and under pressure
- Highly organised and able to manage complex and multifaceted project
- Excellent communicator who can overcome challenges of working with colleagues in different countries and across time-zones

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## Duties/responsibilities

### Technical duties

- Contribute heavily to strategic planning and lead on delivery of digital engagement
- Maintain and update website and intranet pages
- Conduct social media updates and monitoring, and develop content for social media platforms
- Produce periodic digital analytics reports
- Pitch stories to journalists and provide a first point of contact for media enquiries
- Identify opportunities in specialist media and online platforms to amplify messages and the impact of products and services
- Advise colleagues on how to package content to drive better results through communications, particularly on digital
- Pitch blogs or other items for publication on different online platforms
- Source images and graphics, and handle permissions and copyright
- Work with analysts to produce blogs or op-eds for external publications
- Draft and layout mailings (newsletters, updates) and co-ordinate their review and approval
- Monitor media citations and log through monitoring and evaluation systems, and prepare reports for internal and external clients
- Support the delivery and maintenance of good internal communications and information-sharing internally
- Participate in project meetings to ensure the participation and presence of communications throughout all projects and provide feedback to the communications team
- Support the Head of Communications with any other duties as required

### General responsibilities

- Is aware of and takes personal responsibility for any health and safety issues and obligations
- Upholds all aspects of Company policies and procedures and legal requirements in relation to personal conduct
- Prepares for and engages in 1:1 meetings and performance management appraisals
- Maintains professional development and personal development plans
- Is willing and committed to taking on new work as and when required and is proactive

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### Contractual details

Start date: ASAP  
Length: Permanent  
Location: DI's Bristol office  
Salary scale: £25,000–£28,000  
Hours: 35 hours a week  
Probation: 3 months  
Leave: 25 days plus all bank/public holidays  
Benefits: See <http://devinit.org/#!/about/working-for-us>

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### Application details

Your CV (no more than 3 pages) and covering letter which should detail your skills and evidence of experience and how it relates to the job description, should be emailed to: Jane McNeil (Human Resources Manager) at [HR@devinit.org](mailto:HR@devinit.org), quoting ref: Comms Officer in the email subject line. Your letter should also include your salary expectations, notice period/available start date and where you saw the job advert.

Closing date: 7 February 2016\*  
First interviews: ASAP  
Second interviews: if necessary, to be advised

\*Early applications are highly encouraged, as due to time pressures we may start to interview before the closing date (but we won't make any offers until after that date and all applicants have had the opportunity to submit their applications by the stated deadline).

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### Other

Employing an individual who is not allowed to work in the UK is illegal and we have a duty to prevent illegal working by checking potential employees' documents, before employing them, to ensure they have the right to work in the UK. It is highly unlikely that we will be able offer sponsorship to a worker from outside the EEA.

Development Initiatives is an equal opportunities employer and in line with our policies, we aim to ensure that no job applicant receives less favourable treatment on the grounds of race, colour, nationality, religion, ethnic or national origin, age, gender, marital status, sexual orientation or disability.