



United Kingdom  
Humanitarian  
Innovation Hub

## JOB PROFILE

<b>Job Title:</b>	Communications and Engagement Manager
<b>Grade:</b>	S2
<b>Reports to:</b>	Head of Operations
<b>Line management responsibility:</b>	None
<b>Budget responsibility:</b>	£100,000
<b>Location:</b>	London and remote working in UK

## ABOUT US

As a UK-based humanitarian initiative, hosted by Elrha, and funded by the UK government (FCDO). We leverage expertise from the UK and across the globe to improve international humanitarian action, connecting the people equipped to bring about systemic changes that will strengthen and support humanitarian response.

Humanitarian needs are growing in number, scale and complexity. With this comes greater pressure on the sector to optimise limited resources and develop joined-up systems innovation that meets the needs of crisis-affected communities. We respond by fostering collaboration between the people and groups best placed to address gaps in the sector and design problem-led innovation that generates impactful, long-term outcomes. These diverse partnerships thrive on a shared vision to strengthen the framework of humanitarian aid: the processes and methods that enable the humanitarian community to best support people affected by crisis.

## ROLE PROFILE

### JOB PURPOSE

The Communications and Engagement Manager will be a skilled communications professional with strong campaign and project management skills and a passion for driving the conversation around humanitarian research and innovation. They will lead processes and activities in support of the design and delivery of the UK Humanitarian Innovation Hub's (UKHIH) global communications and engagement strategy under the direction and guidance of the UKHIH Director.

They'll be a proactive team player with excellent writing skills, experience of engaging across different channels, from PR to digital, and a track record of delivering integrated communications campaigns with impact.

Working closely with a range of UKHIH partners, the role is responsible for collaboratively identifying key communications priorities and facilitating the generation of creative cross-channel content to engage the key stakeholders and drive impact around our work.

The role also leads UKHIIH's convening work – bringing together stakeholders (e.g., innovators, academics, and humanitarians) through a range of mechanisms (e.g., new, and existing networks, events, workshops, etc) to promote and facilitate collaborations that focus on new and improved approaches, processes, and systems that make humanitarian action more effective.

The UKHIIH Communications and Engagement Manager will also work closely with Elrha's communications team to align communications as part of a broader organisational development process and [strategy](#), contributing to ongoing communications efforts for both Elrha and UKHIIH during this period of strategic change.

## KEY ACCOUNTABILITIES

- **Deliver on a strategic communications approach:** Develop communications and engagement content that is timely, targeted, relevant and ethical. This includes (1) making sure all outputs are in line with existing branding guidance, communications strategies, and tools used to support UKHIIH partners, and (2) ensuring UKHIIH's communications are approached with principles around diversity, accessibility and decolonisation.
- **Support to UKHIIH partners:** Support to multiple UKHIIH workstreams to enable communications, engagement and use of project outputs. This includes (1) co-designing and delivering on project specific comms strategies; (2) strengthening the capacity of partners in areas such as strategic communications, sector influencing, and audience understanding; (3) the development of innovative and purposeful digital content and convening events.
- **Collaboration with UKHIIH staff:** Work closely with other members of the UKHIIH team to manage communications outputs, maintain the website, ensure that content is technically accurate, and manage strategic communication and engagement events.
- **Collaboration with Elrha:** Work with colleagues in Elrha's communications to continue to align, strengthen and diversify our communications approaches and jointly identify opportunities to maximise the impact of our work.
- **Monitoring impact:** Maintain a mechanism for monitoring and evaluating communications activities delivered by UKHIIH and our partners. Update key UKHIIH partners, including the FCDO and Elrha, on communications activities and results.
- **Management of service providers:** Support the procurement of communications expertise and manage relationships with relevant suppliers.
- **Digital content management:** This will involve: (1) maintaining a digital content management calendar across our workstreams, (2) owning, reviewing and editing all social and web content, ensuring proper sign off processes are followed and make sure that copy is accurate, to the point, yet sensitive to the nature of the sector (3) managing the UKHIIH's LinkedIn account and newsletter, (4) managing the UKHIIH website, building and refreshing content, with responsibility for technical updates and ongoing developments to the site, and (4) monitoring media and social platforms for opportunities to pro-actively and reactively engage with UKHIIH's target audiences.
- **Events management:** Lead the project management cycle (planning, co-ordination, and evaluation) of UKHIIH-led convening activities, such as webinars, roundtables, and workshops. Work closely with the UKHIIH team, to develop a schedule for attending and contributing towards external conferences and other appropriate networking events.
- **Delivering high quality outputs:** Steer and support the creation of high-quality content for publication, for example, research reports, policy papers, blogs, news articles, social media posts and press releases. A key aspect of this will be ensuring content is formatted with target audiences in mind and that complex technical content is distilled into accessible and actionable insights

The principal accountabilities are not an exhaustive list of tasks. UKHIH is comprised of a small and dynamic team, where joint decision-making is valued. This role will also contribute to internal operational and strategic decisions. Working in the humanitarian sector requires a degree of flexibility and adaptation across our work and so the job holder is expected to carry out other duties that may be required to assist the wider team if within the employee's skills and abilities, whenever reasonably instructed.

## PERSON SPECIFICATION

### ESSENTIAL

#### QUALIFICATIONS AND EXPERIENCE

- Degree in communications, marketing, or related discipline, or equivalent experience. Proven background in developing and delivering communication and engagement strategies, including content creation for multiple platforms (web, social media, publications).
- Extensive experience in the international development or humanitarian sector, including an awareness of humanitarian issues and the way that the humanitarian system operates in terms of relevant media, networks, and organisations.
- Proven experience of planning and delivering communications strategies, across a range of approaches and mechanisms.
- Proven experience of content creation and production for multiple platforms including website and social media, both written copy and visual elements.
- Strong experience of producing publications — print or digital — including copy-editing, shaping content for particular audiences, and working with designers and printers to ensure quality and affordability.
- Experience of strategically implementing brands or being part of organisation change processes that may impact brands.
- Strong computer literacy skills including experience with Content Management Systems, digital analytics and metrics, and online meeting and events software (eg Zoom).
- Experience of managing external communications suppliers and agencies.
- Experience of creating accessible and ethical communications that adhere to best practice.

#### SKILLS, ABILITIES AND ATTRIBUTES

- Proven ability to build stakeholder engagement plans and developing strategies for engagement using a range of mechanisms.
- Very good design sense and judgement in dealing with sensitive editorial and communication questions.
- Good general grounding in latest thinking, theory and best practice in PR, communications, and digital communications.
- Excellent writing and editing skills, and the ability to summarise complex information in clear, non-technical language following brand style and tone of voice.
- Ability to work independently, using own initiative to solve problems and generate new ideas and confident working in a constantly changing environment.
- Good project management skills: taking a brief through to delivery, on time, within budget, and managing stakeholders' expectations throughout.

- Ability to demonstrate creativity to develop engaging ways to tell stories, promote events and interact with audiences.
- Ability to travel overseas if required to attend conferences.
- Ability to work ethically and inclusively, respecting a range of differences in working relationships and adopting culturally and linguistically appropriate ways of working that are accessible to all

#### DESIRABLE

- Proven track record for ensuring compliance with the General Data Protection Regulation (GDPR) and good understanding of all associated regulations.
- Member of a communications/PR professional body e.g., CIPR or PRCA.

#### **Child Protection level**

Level 1 - the responsibilities of the post do not require you to have contact with children or young people.

*We are committed to the safeguarding and protection of children and vulnerable people in our work. We will do everything possible to ensure that only those who are suitable to work with children and vulnerable people are recruited to work for us. This post is subject to a range of vetting checks including a criminal records disclosure.*