

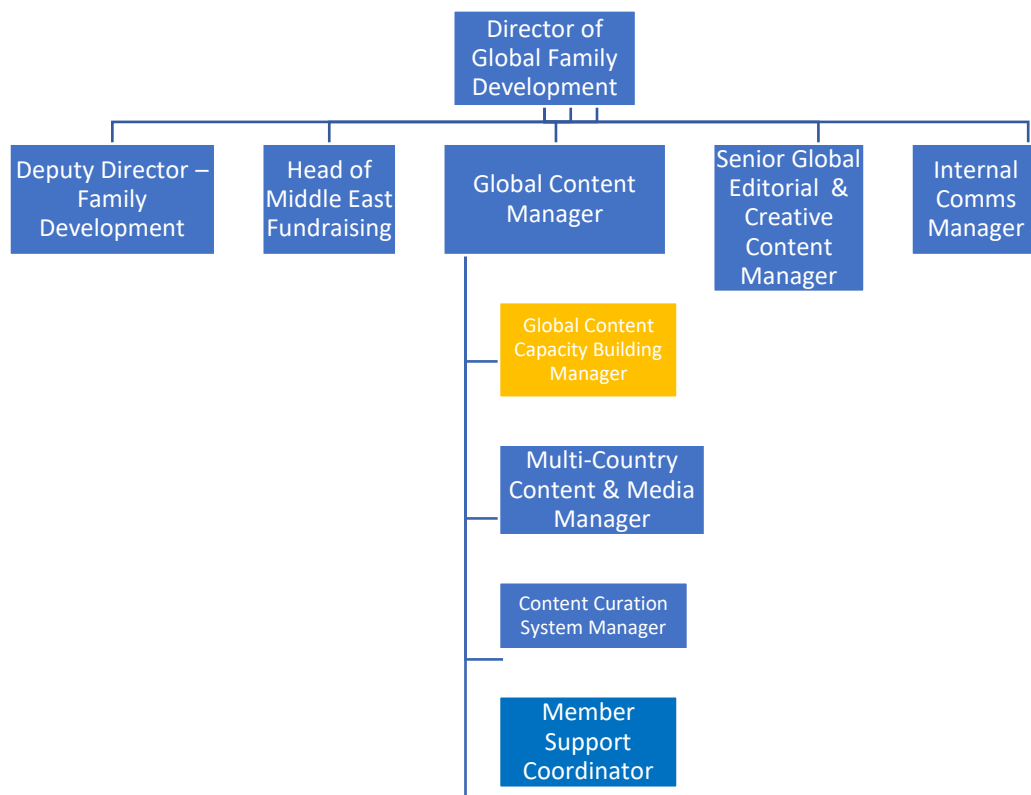


# Islamic Relief Worldwide

## Communications Capacity Building Manager

<b>BASE LOCATION</b>	Global – Where IR has a country office
<b>REPORTING TO</b>	Global Content Manager
<b>LINE MANAGEMENT RESPONSIBILITIES</b>	None
<b>PURPOSE OF DIVISION:</b> <p>IRW is an international relief and development charity, which envisages a caring world where people unite to respond to the suffering of others, empowering them to fulfil their potential. Islamic Relief is an independent Non-Governmental Organisation (NGO) founded in the UK in 1984.</p> <p>The Global Family Development division:</p> <ol style="list-style-type: none"><li>1. Develops and manages the systematic process for the establishment, development, and support of new Islamic Relief (IR) Member Offices around the world and transition of Country Office to Hybrid Office.</li><li>2. Manages Islamic Relief Worldwide's (IRW) international brand, web presence and multimedia corporate communications products.</li><li>3. Supports the global Islamic Relief Family through the coordination of the gathering and curation of programmatic content. This includes building the capabilities of country offices to gather content.</li></ol> <p>Raises funds from geographic locations that do not have an official Islamic Relief presence, particularly the Middle East region, through funding from institutions as well as individual giving.</p>	
<b>JOB PURPOSE:</b> <p>The Communications Capacity Building Manager reports directly to the Global Content Manager and supports the development and implementation of the content vision and strategy. The job holder works primarily with communications colleagues and Country Directors in IR country and hybrid offices to build their capacity and capability in communications, content gathering, media, brand awareness raising and local public engagement. The job holder also works with Member and other IRW stakeholders to ensure the capacity and capabilities in country offices are appropriate for meeting their requirements and business needs.</p> <p>The role holder also facilitates appropriate communications training for field office staff and acts as an advisor to communications leads in field offices.</p>	

## **PROGRAMME CONTENT TEAM STRUCTURE:**



## **KEY WORKING RELATIONSHIPS**

Day-to-day engagement with the

- Global Content Manager
- Dotted line management of communications lead staff in Country offices, where appropriate
- Members of the Global Content team,
- Marketing and Fundraising staff in Member offices
- Member of External Relations and Advocacy teams
- Member and Hybrid Office Development teams
- Members of IPD teams

## **RESPONSIBILITY FOR RESOURCES**

The job holder is responsible for operating within the departmental budget and Country Office comms capacity building budgets, where applicable.

## **KEY ACCOUNTABILITIES**

The jobholder is accountable for fulfilling their roles and responsibilities in line with Islamic Relief's values and principles of fairness, humanity, honesty, respect and fair treatment of their colleagues and staff. The jobholder will report to the Programme Content Manager.

This role has significant involvement in how Islamic Relief's programme is presented and perceived by audiences as well as safeguarding of individuals who are the rightsholders being served by IR's programme work. The jobholder plays a key role in maintaining and communicating the Islamic Relief brand and has accountabilities to do so in line with Islamic Relief's ethical and other standards and guidelines.

The jobholder will report to the Programme Content Manager regularly on progress on annually defined objectives and key performance indicators (KPIs) in line with the IR Content Strategy.

**Area one: The Communications Capacity Building Manager will work with Members and Country Offices to build and strengthen country level communications functions**

- Work with senior staff in Member offices to identify the overarching content requirements to meet their business needs (types of content, quality, formats, usage etc)
- Identify the capabilities required to perform the communications function for that country
- Identify the traditional media and new media channels and tools that countries need to use and support countries in adapting to or utilising emerging technologies and tools
- Promote the importance and benefits of high quality communications for IR's business needs as a whole and in meeting Country Office objectives
- Develop country specific strategies and plans for increasing communications capabilities
- Build or support the building of business cases for resources and investments in communications capacity and capabilities
- Create training and development packages utilising expertise from across internal IR and external subject matter experts
- With Global Content Manager, convene meetings of Country Office communications staff and Members or other client staff to ensure shared understanding of client content needs and usage and country office capacity and capabilities for providing content

**Area two: The Communications Capacity Building Manager will work with the wider Global Content team, Members, Advocacy and Media and Country office communications staff to develop, implement and monitor use of policies, standards, guidelines, processes and systems and protect and promote the IR Brand**

- Upgrade or develop processes used by Country Communications Teams and clients e.g, from ToRs and briefs, risk assessments, production schedules, consent through to final sign off of raw or packaged content.
- Train staff on ethical content gathering and production
- Monitor delivery of content by Country Offices to check that it meets all relevant policies and standards
- Build shared understanding in Country Offices of IR's Brand – its value, attributes, visual identity – and how to promote it and protect it through correct usage

Area three: The Communications Capacity Building Manager will work with country office communications staff and CDs on day to day basis when needed to help them produce content

- Provide advice or hands on involvement to gather or produce content especially during IR responses to rapid onset emergencies
- As required, coordinate, develop ToRs, manage and accompany content gathering or media visits to programme countries
- Help proactively generate media coverage globally for the organisation's work and key messages, including in relation to emergencies and planned campaigns.
- Responding to media queries and work with the media team and other colleagues worldwide to answer those.
- Work in partnership with outside agencies, production companies and freelance film makers as required to deliver the content.

Area four: Support building and strengthening the organisation and department's capacity to deliver ambitious targets

- Help promote and foster a culture in which the Islamic principles, values and approaches adopted by IR are consistently respected, applied and complied with in the delivery of objectives and in the conduct of employees.
- Work with diverse teams, in multiple locations, and within diverse cultures
- Contribute to organisation-wide decision-making and development of key policies
- Maintain own professional development
- Contribute to implementation of the overall organisational and divisional strategies, operating in line with key policies and processes.
- Support delivery on divisional and departmental objectives, monitored through KPIs.
- Support efficient planning and management of the department's work, with continuous analysis of and adaptation to risks and opportunities.
- Communicate effectively and systematically with relevant stakeholders across the organisation and actively support cross-organisational processes.
- Comply with IRW's policies and procedures in undertaking roles and responsibilities.

## **PERSON SPECIFICATION**

### **Experience**

- Experience in public engagement - communications, fundraising and/or marketing - role(s) within the INGO sector
- Experience in building and developing use of traditional, new and emerging media channels, technologies and tools especially digital media
- Experience in visual and other forms of content gathering, curation and dissemination ideally in an international context
- Experience of managing, overseeing, guiding and coordinating the work of others
- Proven track record as a project manager, operating within a team with budgetary responsibility and delivering results across a range of activities
- Experience of managing, building, guiding, training and influencing teams to work collaboratively to a high standard
- Experience of developing creative brand awareness, fundraising and other marketing campaigns for a variety of audiences
- Experience of working with multiple stakeholders, within an environment of competing deadlines
- Demonstrable experience of understanding and applying marketing related theoretical concepts

### **Knowledge and skills**

- Understanding of the range of audiences that Islamic Relief wants to communicate with
- Understanding of the purposes, strategies and tools for gathering content for use across range of communications media
- Demonstrate and continuously develops knowledge of the latest technology for content gathering or curation
- Fluent written and spoken English. Working knowledge of Arabic, French or Spanish is advantageous
- Demonstrate strong relationship-building skills; the ability to establish effective working relationships with people of all working styles and backgrounds
- Sound financial and resource management skills that ensure that goals can be achieved
- within budgetary constraints.
- Exceptional team-working and interpersonal skills including the ability to effectively consult, listen to and influence others as well as the ability to work across different cultures with individuals who face competing demands.
- Strong ability to work calmly under pressure to tight deadlines and balance competing priorities.
- Results focused; able to plan, co-ordinate and deliver on objectives and targets with a positive drive to achieve results.
- Willingness to work autonomously and take the initiative.

## **Qualifications**

- A degree level qualification in communications or a marketing discipline
- Qualification(s) in media applications would be advantageous.

## **Key personal qualities**

- Is committed to Islamic Relief values, upholding the highest standards in conduct
- Desire to serve in a humanitarian and development INGO, serving rightholders.
- Willingness and ability to travel extensively and frequently to Country offices globally.
- All members of the Programme Content team are expected to join the rota for weekend out-of-hours cover for rapid onset emergencies to which IRW responds.
- Willingness to work unsociable hours, including weekends sometimes at short notice.
- Creative, inspiring and energetic, with a positive demeanour and disposition, and able to overcome setbacks and motivate others
- Is highly flexible and able to adapt to changing situations and priorities
- A learning attitude and a continuous improvement philosophy
- A natural organiser and systematic operator who inspires trust and motivates others to produce their best work
- Strong emotional intelligence and mental resilience; able to maintain composure and act in a calm and measured way in difficult situations.

Signed by: \_\_\_\_\_ (Direct Line Manager)

Signed by: \_\_\_\_\_ (Divisional Director)