



Job Title	Communications Manager (Land & Air) [C3]
Department	Communications Department
Reports to	Deputy Director of Communications
Direct reports	N/A
Main Job Purpose	
<p>The Communications Manager will enhance the ITF's position as the global voice of transport workers. This hands-on role will lead the implementation of global communications strategies for ITF's Land and Air Sections (LAS): Aviation, Railways, Road, Tourism and Urban Transport.</p> <p>Working within a multi-disciplinary team, this role will deliver communications, media, and digital strategies in support of the ITF's Land and Air sections' priorities and campaigns and ensure their coherence with ITF's wider organisation-wide communications strategy. The role will play a crucial role in ensuring that section priorities and issues are reflected and integrated in organisation-wide communications priorities and areas of focus. The Communications Manager will deliver strategies with clear vision, objectives, and priorities. The role will be responsible for delivering communications strategies for the sections across all channels in collaboration with the team.</p> <p>The role will be a pivotal part of the Communications Department team committed to introducing and implementing new ways to organise, advocate issues, deliver content, activate engagement, drive mobilisation, and generate earned media to achieve set objectives, that ultimately improve the rights and lives of our members.</p>	
Main Responsibilities	
<p>The Communications Manager will be responsible for:</p> <ul style="list-style-type: none">• Developing, delivering, and evaluating forward-thinking communication strategies and messaging for ITF's LAS sections and their priority campaigns that target diverse audiences including workers in the industries, allies, the media, policy makers, political leaders and the wider public.• Developing, managing, and maintaining strong relationships across the ITF LAS sections' secretariat and affiliated trade unions, and be the first point of contact on communications.• Collaboratively managing content creation, production and dissemination of media releases, opinion, briefings, reports, and social media and web content for ITF's LAS sections.• Developing and maintaining understanding of policy and industrial issues.• Working collaboratively with the Media Manager to develop and execute effective media strategies that deliver earned media outcomes and raise the ITF's media reputation.• Working collaboratively with the digital team to develop strategies that build, strengthen, and mobilise ITF's campaigning and digital organising capacity, including online networks of land and air affiliates, workers, and supporters.• Identifying activities that intersect with ITF's organisation-wide priority areas of focus, and seize opportunities to link to trending issues, maximising impact, and further enhancing ITF's global voice.• Attending and providing support for section conferences, meetings and activities as required.• Regularly updating the Deputy Director of Communications on all progress, challenges, and successes of ongoing projects, and proactively escalating issues, observations, opportunities, and insights to the team.	

- Delivering capacity building to the ITF secretariat, members of our affiliated unions and union building projects in order to improve communications competencies across the organisation.
- Evaluating and reporting on communications strategies to guide, improve and inform future strategies and targets as part of a culture of continuous, data-driven learning.
- Other duties and responsibilities as assigned.

Other important requirements of the job not covered above:

- Language skills in addition to English is desirable.

PERSON SPECIFICATION

	Essential	Desirable
Education level, qualifications or equivalent		Graduate qualification in communications, journalism, international relations, or related field, or equivalent academic, professional or life experience.
Knowledge, experience and technical skills	<p>Demonstrated, substantial and relevant experience in a similar level role, preferably working internationally, especially in culturally and linguistically diverse environments.</p> <p>Experience of delivering successful communications strategies for large-scale integrated communications activities across multiple channels.</p> <p>Knowledge of communications, digital organising and campaigning best practice. Strategic thinking and ability to articulate vision, theory of change, objectives, and audience approach with clarity.</p> <p>Proven news sense ability to identify media opportunities and secure earned media.</p> <p>Digital communications experience across all channels, including usability and accessibility.</p> <p>Experience working in matrix systems.</p> <p>Strong writing skills and sense for storytelling for all formats that can assimilate complex information and communicate it clearly, concisely, and persuasively across a range of channels.</p> <p>Can write and edit high-quality, public-facing content for all ITF channels with accuracy and acute attention to detail.</p> <p>Can communicate effectively, with a wide range of stakeholders, internal and external.</p> <p>Strong verbal communications skills and confidence presenting and sharing ideas. Proficiency with Adobe Creative Suite and basic graphic design skills with an eye for creating engaging content.</p>	Familiarity with the following tools: CRMs (ActionNetwork), digital advocacy, story collection, Microsoft Teams/Google Suite applications, Airtable and Slack.

	<p>Strong interpersonal skills, and ability to develop relationships in a complex environment.</p> <p>Ability to work independently, manage own workload day-to-day across multiple priorities, and meet deadlines in fast-paced environment.</p>	
Personal attributes/skills	<p>Demonstrated engagement with trade unionism, progressive politics, and social justice.</p> <p>Commitment to progressive change, movement-building, and working in a multi-racial, multi-cultural environment.</p> <p>Natural leader, passionate about changing workers' lives, who:</p> <ul style="list-style-type: none"> • Has a growth mindset • Thinks globally • Works with a relational approach • Is receptive to feedback • Actively values diversity • Acts with integrity & transparency 	Fluency in languages other than English will be considered an advantage.
Practical requirements (hours, requirement to travel)	<p>Ability to undertake international travel as required.</p> <p>Ability to work flexibly, including working out of office hours, as required.</p>	