



## Candidate Brief

### Communications Officer February 2025



Credit: CARE Bangladesh - Empowering Women Workers in Bangladesh

## Background Information

### **CARE International – a global organisation fighting global poverty**

CARE International operates in more than 104 countries around the world. We run poverty-fighting programmes and deliver life-saving aid in 90 developing countries. This work is supported by global policy and advocacy work, fundraising, and programme management provided by CARE members in countries like the USA and the UK.

CARE's Vision 2030 is the Confederation's 10-year strategy. Gender justice is central to our work and we recognise that poverty cannot be eradicated and social justice achieved while gender inequality persists. Discrimination against women has negative implications for global security and development, economic performance, food security, health, climate adaptation and the environment, governance, and stability. CARE's 2030 goal is that 50 million people of all genders experience greater gender equality (particularly eliminating Gender Based Violence, and increasing women and girls' voice, leadership and education).

CARE's Vision 2030 also commits to doing the work of Antiracism. We know that to be anti-poverty is necessarily to be anti-racist. Critical listening and learning is integral to our approach and we are committed across the CARE Confederation to relinquishing power in the global north and strengthening the role of the global south. We place these principles at the heart of our work, from how we hire and promote, govern and lead, mobilise resources and partner.

CARE is non-religious and non-political, allowing us to deliver humanitarian and development assistance to anyone in need regardless of race, sex, gender identity or expression, ethnicity, age, disability, health condition or medical history, religion, political view or sexual orientation.

### **CARE International UK**

CARE International UK was founded in 1985 and we are one of 14 full members of the global CARE International Confederation. We employ 100 staff and generate around £50 million a year for CARE's poverty-fighting work.

As well as supporting CARE's [humanitarian](#) and [development work](#) around the world, CARE International UK provides specific expertise in the areas of [women's economic justice](#), [women's voice and leadership](#), humanitarian response (particularly [shelter](#), and gender in emergencies), and [engaging with the private sector](#). We also play a key role in CARE's work engaging with and influencing [policy-makers and decision-makers](#) to tackle the structural causes of poverty and social injustice. CARE's programmes are implemented through [CARE country offices](#). We also work in partnership with local organisations to deliver many of our programmes.

You can find out more about our current strategy 2030 [here](#)



## The Application and Recruitment Process

### 1. Guidance on Completing the Application Form

Please complete the online application form clearly and in full, demonstrating how your skills, knowledge and experience relate to the Job Description and Competencies required for the role. When completing the personal statement, please address the relevant criteria in the Person Specification and provide evidence to support your answers. We're interested in what you did and the outcome. You may wish to include experience, skills and knowledge you acquired inside and outside of formal employment including through education, volunteering and life experience.

We can only shortlist candidates based on information provided in the application form. A personal statement tailored to the specific requirements of the role is an integral part of this information. Please do not attach a CV as this will not be considered.

### 2. Guaranteed Interview Scheme and Reasonable Adjustments

As part of CARE International UK's commitment to being a disability confident employer (level 2) we use the Guaranteed Interview Scheme. The Scheme guarantees that all disabled applicants who meet the essential criteria for the role are invited to interview. If you wish to be considered under the Guaranteed Interview Scheme, please complete the relevant section in the online application form.

To ensure our recruitment processes are fair and inclusive reasonable adjustments can be accessed at any stage. If you require adjustments at the application stage, including a copy of the recruitment pack in large print or an alternative format please contact [hrteam@careinternational.org](mailto:hrteam@careinternational.org). We proactively ask all applicants invited to interview if any adjustments to facilitate their attendance and participation.

### 3. Referees

Please provide details of at least two referees, covering a minimum of 5 years; one must be your current or most recent employer. Voluntary placement or educational referees are suitable in the absence of employment references or gaps in employment history.

References will only be taken up as part of pre-employment checks if you are offered the role.

### 4. Equalities Monitoring

CARE International UK is committed to building and valuing diverse teams and aims to provide an inclusive working environment that is free from unfair and unlawful discrimination. As part of this process, we monitor recruitment to help us understand who we are reaching, reduce inequalities and continually inform our policies and practices. Providing your equalities monitoring information is voluntary but we do encourage you to do it. The information you provide will be used for statistical purposes only, it is confidential and will not be shared with the selection panel.

### 5. Shortlisting

After the closing date, all applications will be reviewed by a shortlisting panel to determine how each candidate's skills, knowledge and experience relates to the Competencies required for the post (as outlined in the Job Description and Person Specification). Candidates who demonstrate in their application that they meet the job criteria will be invited for interview. Only information included in the application form will be considered when shortlisting.

### 6. Interviews

As part of the selection process you will be asked to complete an exercise before the interview. You will then meet with a panel of three people who will ask you questions relevant to the role. This is your opportunity to expand on your application and demonstrate how you have the skills, knowledge and experience required for the role. At the end of the interview you will have the opportunity to ask the

panel any questions you have about CARE International UK, the role and/or the terms and conditions of service.

## **7. Feedback**

Unfortunately, resource constraints mean we cannot contact all candidates at the application stage. If you do not hear from us within 2 weeks of the closing date of the role, please assume on this occasion you have not been successful. We cannot provide feedback either on your application at this stage. Thank you for your interest in working with CARE International UK, we encourage you to keep an eye on our website for future vacancies.

Candidates who are shortlisted for interview but not appointed will be informed of the outcome of their interview in writing. If requested, feedback will be provided.

**CARE International UK (CIUK)**  
**Job Description**

**1. Overview**

<b>Post Title:</b>	Communications Officer
<b>Directorate:</b>	Fundraising and Communications
<b>Team:</b>	Communications & Brand
<b>Responsible to:</b>	Communications & Brand Manager
<b>Accountable to:</b>	Director of Fundraising and Brand Manager
<b>Base Location:</b>	Hybrid Working. There is an expectation that you will be in the office 1-2 days per week. (Vauxhall, London).

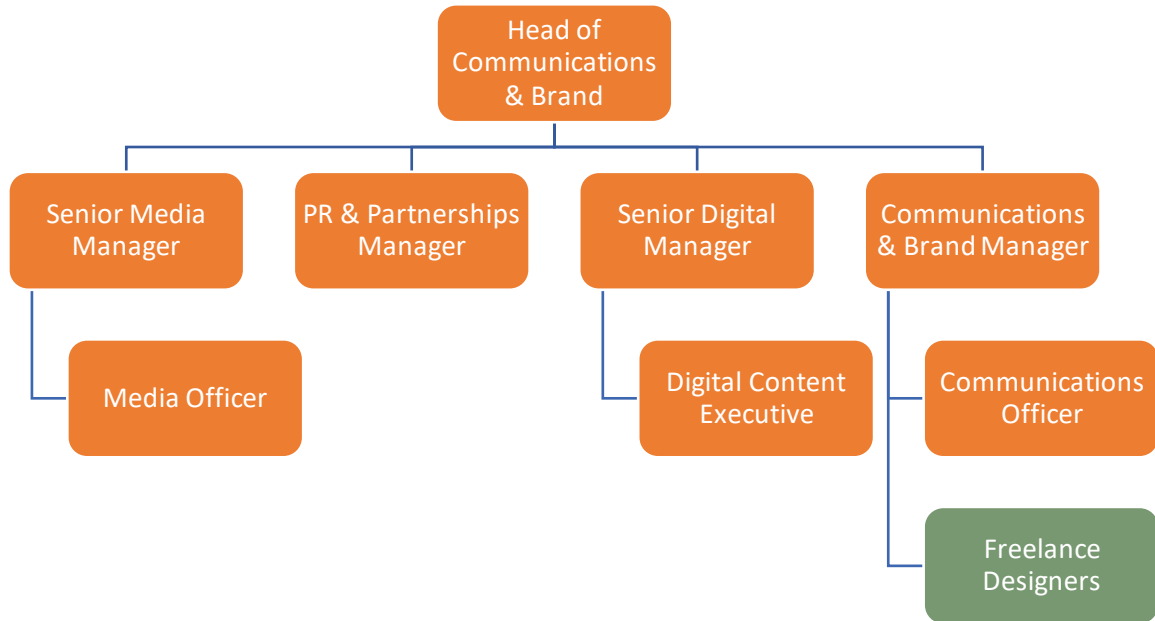
**From March 2025, CIUK's office is relocating to 1 St John's Lane, London EC1M 4AR.**

CARE International UK (CIUK) reserves the right in consultation with employees to change base location according to organisational and departmental requirements.

**Line Management and Budgetary Responsibility:**

No line management or budgetary responsibility.

## Organogram



## Job Summary

The Communications Officer will play an exciting role in the transformation of the Communications & Brand Team. They'll work with colleagues to bring to life powerful stories of change being made by women through CARE projects around the world and support us to respond when crisis hits through creative communications and a smooth internal operation.

The postholder will put their skills to work across the communications mix with a wide variety of teams in CIUK and globally, providing a truly unique opportunity to develop skills in all areas and really get to know the vital work of the organisation. No two days will look the same as they support with everything from writing and updating messaging, helping organise events, editing videos and undertaking research.

## **2. Specific Areas of Responsibility**

### **Brand Support**

- Producing branded templates (PowerPoints, Word Documents, marketing assets) for internal and external stakeholders.
- Write briefs for creative and content production to external agencies and freelancers.
- Assist with the implementation of brand marketing/activation campaigns across paid, earned, shared and owned media that promote brand awareness, engagement, and loyalty.

### **General Communications Support**

- Contribute to the writing of messaging for key campaigns and projects, and copywrite for a range of multimedia including web articles, blogs, social posts, video scripts and internal comms.
- Provide some design support to include supporting with the design of some partnership communications, reports and marketing collateral.
- Support the Digital Content Executive with day-to-day content production and posting on our social channels as required.
- Assist the PR & Partnerships Manager with the planning, promotion, and execution of events, including conferences, live talks and webinars.
- Conduct research on industry trends, competitors, and support with KPI reporting.
- Keep the communications calendar up to date and identify external awareness days and upcoming key events of note.
- Undertake photography and filming as required for events, internal communications and communications content.
- Provide general administrative support to the Communications Team.

### **Stories & Content**

- Contribute to the writing up of stories and content for CIUK channels in line with our brand TOV and ethical storytelling standards.
- Aid with logging and recording stories and content effectively so that they can be used by the team with correct permissions and in accordance with ethical storytelling guidelines.

### **Other:**

- Supporting the development of an inclusive, anti-racist culture, making CIUK a great place to work.
- Participate in occasional travel and out-of-hours meetings or events.
- Any additional duties as may be reasonably required.
- This document forms part of the post holder's contractual terms and conditions of employment.
- The document is not an exhaustive list of core elements of the role. This job description is a working document and may be amended from time to time by mutual agreement.

### 3. Special features

#### **Data Protection**

The post holder hereby agrees not to disclose any confidential or sensitive information to a third party or outside organisation except where required to do so by law.

#### **Health and Safety**

The post holder agrees to abide by CARE International UK's Health and Safety principles and code of conduct and to take all reasonable steps to ensure both their own safety in the workplace or/and at home (when home based); as well as that of their colleagues.

#### **Diversity and Inclusion Statement**

CARE is committed to creating a diverse, inclusive, respectful and safe work environment where all persons are treated fairly, with dignity and respect. We are committed to dismantling harmful and oppressive structures of power and accordingly centre gender equity in our work to save lives, fight poverty and achieve social justice. The post holder agrees to promote and uphold these principles.

CARE International UK operates fair, transparent and non-discriminatory recruitment practices and actively encourages applications from candidates from a variety of backgrounds, and with a range of skills and experiences. We are particularly interested to hear from candidates from Black and minoritised communities, LGBT+ candidates and disabled candidates.

CARE International UK is a **disability confident** employer. As part of our commitment to disability inclusion we guarantee interviews to disabled candidates who meet the essential criteria for the role. To be considered under the Guaranteed Interview Scheme please complete the relevant section in the online application form. If at any stage of the recruitment process you require reasonable adjustments, including a copy of the recruitment pack in large print or an alternative format, please contact [hrteam@careinternational.org](mailto:hrteam@careinternational.org).

#### **Safeguarding**

CARE International UK has a zero-tolerance approach to any harm to, or exploitation of, a vulnerable adult or a child by any of our staff, representatives or partners. Recruitment to all jobs in CARE International UK includes, in particular, **criminal record checks** and the collection of relevant references. Safeguarding our beneficiaries is our top priority in everything we do.



## **Person Specification**

The below competencies will be assessed at the indicated stage of the recruitment process:  
Application = A, Interview = I, Test = T, Presentation = P

When completing your personal statement please demonstrate how you meet the competencies assessed at application stage (A).

		<b>** A, I, P, T</b>
<b>Skills/Abilities</b>	<ul style="list-style-type: none"> <li>• Basic Photoshop, Canva and other design and editing software skills.</li> <li>• Strong writing skills, with an ability to adapt your tone and approach to different audiences or channels.</li> <li>• Good research skills.</li> <li>• Well organised with excellent project management skills, a completer/finisher when it comes to managing projects end to end.</li> <li>• Team player, willing to take on a variety of tasks to support the team.</li> <li>• Good attention to detail and an ability to provide high-quality and precise work, at pace.</li> <li>• The ability to manage multiple campaigns simultaneously as well as to work to deadlines and prioritise work.</li> <li>• A willingness to proactively invest in your own learning. Keeping up to date with comms and brand landscape and to undertake training.</li> </ul>	<p>A, P, T</p> <p>A, T</p> <p>A</p> <p>A, I</p> <p>A, I</p> <p>A, I, T</p> <p>A, I</p> <p>A, I</p>
<b>Experience/ Knowledge/ Understanding</b>	<ul style="list-style-type: none"> <li>• Experience of using social media and digital marketing platforms, including ideally website CMS systems.</li> <li>• Experience of filming and editing video and audio.</li> <li>• Experience of producing and editing photographs and digital graphics.</li> <li>• Demonstrable understanding of the communications mix and what makes good communications.</li> <li>• A commitment to the issues that CARE International works on (international development, humanitarian relief, feminist leadership, anti-racism and EDI).</li> </ul>	<p>A, I</p> <p>A, P, T</p> <p>A, I, P, T</p> <p>A, I, P, T</p> <p>A, I</p>

## **Terms and Conditions**

**Salary:** £36,737 per annum

**Working hours:** 35 hours per week

**Location:** Hybrid working. There is an expectation that you will be in the office 1-2 days per week. (Vauxhall, London).

From March 2025, the office is relocating to 1 St Johns Lane, London EC1 4AR.

CARE International UK (CIUK) reserves the right in consultation with employees to change base location according to organisational and departmental requirements.

**Contract:** Permanent

**Annual leave:** 25 days per annum

**Pension scheme:** 3% employee contributions and 6% employer contributions via salary sacrifice

**To see the full range of benefits** offered upon joining CARE International UK, **please click [here](#)**.

## **Other Information**

**In line with legal requirements** and the **nature of CARE International UK's work**, this post is subject to:

- i. **Receipt of satisfactory written references**, covering a minimum of **5 years** employment (without gaps), one of which must be from the current or most recent employer. Voluntary placement or educational referees are suitable in the absence of employment references or gaps in employment history. The reference request will specifically ask the referee about any safeguarding, performance or misconduct concerns. Note that CARE International UK participates in the **Inter Agency Misconduct Disclosure Scheme** (**\* more details below**). References will be requested in accordance with that scheme.
- i. DBS check (Basic)
- ii. Bridger check (**\*\* more details below**)
- iii. Evidence of the eligibility to work in the UK.

*\* In line with the **Inter Agency Misconduct Disclosure Scheme**, we will request information from your previous employers about any findings of sexual exploitation, sexual abuse and/or sexual harassment during employment, or incidents under investigation when the you left employment. Full details of the scheme on <https://www.schr.info/the-misconduct-disclosure-scheme-old>*

*\*\* A **Bridger Check** gives access to global sanctions and enforcement lists, Politically Exposed Persons coverage, profiled adverse media, and financial intelligence around Money Laundering/ Fraud Prevention. For more information on this check please review <https://risk.lexisnexis.com/products/bridger-insight-xg>*

For further information please visit  
[www.careinternational.org.uk](http://www.careinternational.org.uk)  
Twitter: @careintuk