



Job Description

Communications Executive - Global Health 50/50

Job title	Communications Executive
Reporting to	Head of Communication & Advocacy
Work location	Global Health 50/50, The Guildhall, Market Square, Cambridge, UK (hybrid & flexible working available with at least one day per week required in the office (Tuesdays))
Duration	This post is available with an immediate start for an initial two year fixed-term contract, including a three-month probation period, with possibility of extension beyond the initial two-year term.
Working hours	Full time, 37.5 hours per week
Salary	£24,000 - £27,000
Closing Date	9am on Monday 10 th June (Interviews will be held w/c 10 th & 17 th June)

About Global Health 50/50:

Global Health 50/50 (GH5050) is an independent, evidence-based initiative dedicated to advancing action and accountability for global gender equality. GH5050's mission is to enhance health, wellbeing, and social justice through the promotion of human rights, with a particular focus on gender equality. We achieve this by conducting rigorous research, disseminating valuable findings, and providing information, guidance, and advocacy.

We fulfil our mission by:

- Informing global discourse with the world's most comprehensive index on gender equality across organisations active in health, law, and finance, including their respective policies.
- Inspiring a vision of a new standard for gender equality across global health, finance, and legal systems.
- Inciting a movement to demand and implement policies that promote gender equality in the workplace and in global health, financial, and legal programmes.

Context:

Global Health 50/50 is seeking a Communications Executive to drive awareness of our work and catalyse change among our target audiences. This is an exciting role that involves working across the marcoms spectrum and encompasses digital marketing, social media, website and media management, press engagement, SEO, and reporting.

You will have an opportunity to have a truly tangible impact on important social justice issues across the world through your work.

Role Summary:

The Communications Executive will work closely with the Head of Communications and Advocacy to implement our communications and media strategy, contributing to organisational, engagement, and brand

awareness goals. You will manage digital channel growth, content calendars, and deliver social media plans to enhance our digital presence and position as experts in global health, social justice and gender equality. You will create engaging content and ideas for data promotion and brand awareness campaigns, and support the press office function with media engagement throughout the year.

Skills & Experience:

- **Essential (1-3 years) experience:**
 - as a communications professional – you have a motivational, engaging style and can draw out information and ideas from others.
 - in SEO implementation: Conduct keyword research to guide content creation, optimise website and article content for search engines, and monitor, analyse, and report on website SEO performance.
 - social media channel and content management, growing audiences, increasing visibility and engagement.
 - in email marketing: Design and execute email marketing campaigns to engage Global Health 50/50's audience, drive traffic to the website, and promote events or publications. Segment email lists and personalise content to increase effectiveness.
 - in digital marketing, creating advertising campaigns across digital platforms.
- **Desirable experience:**
 - Experience in the charity/not-for-profit sector with a digital communications background.
- **Skills:**
 - Talented wordsmith – able to engage different audiences through website, publications, or social media.
 - Enthusiastic with a collaborative approach to achieving goals through knowledge-sharing and effective delegation.
 - Excellent at building rapport and developing good working relationships.
 - Multi-tasker with a focus on goal achievement.
 - Innovative, practical, and creative problem-solver – big picture thinker who responds quickly to varied activities and changing conditions.
 - Confident use of Content Management Systems.
- **Knowledge:**
 - Experience tailoring communication messages to key audiences and channels in all sections of the community, including media.
 - Understanding of the digital landscape and working knowledge of audience growth strategies on these channels
 - Working knowledge of word press and social media managements tool such as Sprout or Hootsuite

All Staff are required to:

- Demonstrate commitment to GH5050's organisational values, including exercising high ethical standards with attention to teamwork, collaboration and integrity.
- Ensure that they have read and understood all mandatory policies and procedures.
- Uphold the Equality, Diversity & Inclusion and Anti-Harassment and Bullying Policies, ensuring effective implementation in all aspects of their work for the Charity.
- Act always within the Charity Rules, Policies, Procedures, and any other statutory requirements.
- Be proactive, bring ideas, suggestions and contribute to the improvement and development of the charity.
- Undertake training as required.
- Attend staff and team meetings as required.
- Observe health and safety procedures in the workplace to ensure personal safety and to safeguard the interests and safety of colleagues and visitors.
- To establish, foster and maintain close working relationships with other functions to allow swift resolution of issues and sharing of knowledge.

- Undertake other duties and responsibilities as appropriate since all staff are expected to work flexibly within their skill level to respond to changing priorities.

Our generous staff benefits include:

- 28 days annual leave (pro rata for p/t), plus bank holidays. In addition, we provide 3 days leave over the Christmas and New Year period.
- Flexible working arrangements
- 5% employer pension contribution
- Employee Assistance Programme (EAP) via Health Assured
- Professional Development and Training

How to apply & further details:

To apply for this position, please send your CV and cover letter to recruitment@globalhealth5050.org. Applications without cover letters will not be considered. Applicants will be assessed against their ability to demonstrate how they meet the skills & experience criteria.

We want to know in your application...

- What excites you about working with GH5050?
- What experience and knowledge would you bring and how do you meet the criteria for the role?

The deadline for applications is 9am on Monday 10th June. We reserve the right to close this vacancy earlier than the closing date if we receive sufficient applications for the role. Therefore, if you are interested, we encourage you to submit your application as early as possible.