



JOB DESCRIPTION

Job Title	Head of Communications
Location	London (hybrid)
Mission	Medical Aid for Palestinians (MAP) works for the health and dignity of Palestinians living under occupation and as refugees. MAP is the leading UK charity delivering health and medical care to those worst affected by conflict, occupation and displacement, in the occupied Palestinian territory, including Gaza, and Lebanon.
Job Purpose	MAP is in a period of ambitious growth and rapid development, as we respond to the massive humanitarian crisis in Gaza, the West Bank and Lebanon. The purpose of this role is to build a high performing communications team serving the UK, the Middle East and other target countries, to build MAP's profile, income and influence through a range of communications channels. The postholder will lead the development and delivery of an ambitious new Communications Strategy.
Hours	Full-time
Reporting to	Director of Advocacy and Communications
Contract	Permanent
Key relationships	Advocacy and Campaigns Team, SMT members, Fundraising Team

Duties and key responsibilities

Leadership

- Lead the organisation's communications planning to ensure alignment and maximise impact on influencing and income objectives. Monitor and manage communications-related risk for MAP.
- Collaborate with the Director of Advocacy and Communications, Strategic Communications and Media Manager, and Digital Communications Manager to ensure that the necessary communications processes and systems are established.
- Line manage a high-performing team that is ambitious and passionate about MAP's vision and mission, and has in place necessary systems, processes, ways of working and motivating direction to drive impact in our communications and delivery against KPIs.
- Ensure MAP's communications are ethical and aligned with the organisation's values. Ensure the perspectives and voices of Palestinians and affected communities are at the forefront and their feedback on our communications heard and acted on
- Collaborate and engage with cross-organisational projects, taking the lead as required, and ensure consistent and coherent brand and voice across MAP's varied communications outputs.
- Provide line management to direct reports, setting individual performance objectives, ensuring delivery, and motivating the team to be innovative, creative, strategic and professional in its thinking and delivery.
- Manage the team's budget

Communications Strategy

- Develop and lead an ambitious and impactful cross-organisational communications strategy – including earned media, digital and PR.
- Collaborate with the Director of Advocacy and Communications, set and monitor progress against Key Performance Indicators for achieving the strategy, and report quarterly on results to global stakeholders.
- Plan and identify key moments of opportunity for MAP's communications according to internal and external landscapes and timetables.
- Develop a crisis communications strategy and ensure that MAP has the resources and capacities needed to manage external and internal crises.
- Work with fundraising colleagues to develop a new focus on marketing and brand development and coordinate impactful cross-team campaigns

Review and delivery

- Provide senior review to communications outputs for MAP in line with an agreed sign-off policy, and MAP's messaging and ethical communications principles.
- Act as a spokesperson for the organisation in the media as appropriate, and ensure that all MAP spokespersons are properly briefed, managed and supported
- Identify communication risks and develop strategies to protect MAP's reputation, staff, programs, and the people it serves in the media.
- Oversee key messaging for proactive and reactive communications to support advocacy and fundraising, ensuring coherence across media and digital channels during emergencies.
- Oversee the development of creative cut-through tactics and products across traditional and digital media and PR, from revealing MAP research and analysis to emergency media briefings.
- Oversee the development of communications guidelines and processes to ensure the alignment

of communications outputs with MAP's values and the active participation of Palestinians and affected communities in our communications strategy and output

- Report to MAP's SMT and Board on press activity, trends and upcoming opportunities.
- Oversee the communications budget and reporting

General Responsibilities

- Support the mission, ethos and values of MAP.
- Support and promote diversity and equality of opportunity in the workplace.
- Work collaboratively with others in all aspects of our work.

PERSON SPECIFICATION

- Track record in creating, driving and evaluating a cross-organisation communications strategy incorporating digital and traditional channels, with demonstrable impact against KPIs.
- Creative problem solver, independent thinker and self-starter, strong communication skills.
- Strong network of key national and international media.
- Excellent eye to detail and commitment to high speed and high-quality writing and editing.
- Strong organisational and time management skills: ability to prioritise team's work, and multi-task in a fast-paced work setting, sometimes with distressing content.
- Ability to represent MAP professionally at all times
- Excellent knowledge understanding of the work of MAP and the issues facing Palestinians living under occupation and as refugees, and commitment to ensuring their meaningful and active participation in MAP's communications strategy and activities.
- Excellent knowledge of key political issues relevant to MAP and the people MAP serves.
- Fluency in English, spoken and written, is essential and Arabic is desirable.
- Experience with developing multi-stakeholder communications plans and strategies.
- Demonstrable experience of leading national and international teams
- Extensive experience of developing key messages and implementing media strategies with an international, and ideally humanitarian, or development focus.
- Substantial experience of identifying and responding to reputational threats.
- Experience developing ethical communications guidelines for charity communication and digital communications and PR.
- Excellent knowledge of tools for monitoring media coverage.
- Experience of acting as a spokesperson for an organisation and dealing with media enquiries into crisis and sensitive issues.
- Experienced in leading a team, managing budgets and reporting
- Experience in managing projects

Personal attributes and other requirements

- Commitment to a zero-tolerance policy on sexual exploitation & abuse/safeguarding.
- Able to travel, mainly to Israel, Palestine and Lebanon as required. Lebanon, the occupied Palestinian territory, Egypt and Israel
- Commitment to anti-discriminatory practice and equal opportunities.
- Commitment to upholding the rights of people facing disadvantage and discrimination.
- Commitment to the values and ethos of MAP.
- Able to work flexibly in emergencies and to meet specific deadlines including some evenings and weekends.