

JOB DESCRIPTION

Job title: Head of Strategic Communications

Reports to: Co-Directors of Campaigns

Location: London/ Brussels/ US

Direct Reports: 5 Senior Communications Advisers

Role Purpose

This role will lead on the line management and strategy of Global Witness' strategic communications, reporting to the Co-Directors of Campaigns. It will be responsible for the design and delivery of how all GW campaigns align with front-facing and engaging communications, ensuring campaigning lies at the heart of our comms and vice-versa.

Key Responsibilities

Leading Global Witness strategic communications

- Development and overseeing of an organizational wide public media identity, bringing together the various GW campaigns under a clear narrative that is well-understood throughout the organization
- Development, overseeing and overall responsibility for integrated strategic communications within all Global Witness campaigns including:
 - o Working with communications advisers and campaign leaders to develop engaging and salient campaigning communications
 - o Working with communications advisers and campaigns to identify key target audiences and building relevant communication strategies to reach these audiences
 - o Managing a team to ensure all necessary areas of the organization are adequately covered to reap the full benefit of Global Witness' comms functions
 - Providing practical support where needed across all campaigns
- Line management of communications advisers ensuring relationships with campaigns are collaborative and working
 - o Identifying where additional resource may be required or existing resource may be shifted
- Liaising with the Co-Directors of Campaigns to set strategic communications goals and ensuring they are delivered

- Working with the External Engagement Team to identify, oversee and lead on key moments and opportunities eg. COP and other one-off events, to both shape global narratives and showcase Global Witness' work

Leading Global Witness' overall media strategy

- Ensuring the organization is building strong media relationships across all campaigns both through working with Strategic Comms Team, as well as developing and maintaining those relationships individually
- Overall responsibility for ensuring the organization is responding in a timely and effective manner to media requests 7 days a week
- Identifying and developing strategies for key media moments where the organization can uplift its visibility
- Providing practical and hands on quality control of written content, including press releases and media statements, as well as drafting of such content as and when required
- Working with Strategic Comms Team to pass on advice and support for effective media relations management

Co-leading effective and engaging internal communications strategy

- Working closely with the People and Impact Team and the Leadership Team to ensure:
 - o Key organizational announcements and messages are effectively heard and implemented
 - o Running the bi-monthly ASMs in an engaging manner that brings together colleagues across all GW offices
 - o Leading on staff retreats and other strategic events to ensure their smooth-running and usefulness for the organization
 - o Identifying new trends and technologies that can further improve/streamline the internal communications process

Leading on key organizational-wide outputs:

- Working with the Co-Directors of Campaigns and Director of External Engagement to draft, finalize and publish the Annual Review, showcasing GW's work.
- Leading on other organizational-wide outputs as and when necessary and ensuring these are well communicated within GW
- Inclusive of internal facing outputs such as the GW story, narratives etc.

Leading role on crisis comms

- Key member of any crisis comms team as and when they are necessary

- Leading on media strategy to limit organizational damage and protect reputation
- Advising LT on effective strategies in such moments
- Leading on drafting communications materials in such moments

Working closely with the External Engagement Team to ensure strategic comms and digital brand team are coordinating closely and taking advantage of opportunities as and when they arise

- Regular and constant engagement with EE ensuring strategic communications and digital content is aligned
- Regular and constant engagement with EE to recognize and solve any key issues within the team
- Working together to ensure best practices and bridges between campaigns and digital team

Ways of working and collaborating

- Create and contribute to a working environment of positive relationships, working collaboratively and in partnership with a broad and diverse range of internal and external allies and partners.
- Display the Global Witness values of courage, inclusion and belonging, kindness and collaboration in all interactions internally and externally.
- Work collaboratively with colleagues across Global Witness to collectively deliver our mission, vision and aims.
- At all times, work within Global Witness policies and procedures, including confidentiality, source protection and security, legal and contractual requirements and general office procedures.
- Demonstrate a strong commitment to creating an inclusive, equal and diverse workplace;

Other

- Any other duties equal to the skills and responsibilities required for this role as directed by the Co-Director of Campaigns

Person Specification:

Essential:

- Minimum 7 years working in a busy press office, communications department, or 10 years working as a journalist, at a top tier media outlet, in a busy newsroom
- A well establish network of journalist's contacts in at least the UK, EU or US media markets
- Demonstrable experience of leading, developing and executing strategic communications plans which deliver real impact

- Excellent understanding of how communications can influence change and campaign impact.
- Possesses editorial judgment and understanding of different audiences, content, media formats.
- Displays a sharp news sense and demonstrable ability to create, pitch and deliver news.
- Excellent writing skills, including the ability to summarise complex data and make it accessible to mainstream and social media.
- 3 years' experience of managing at least one member of staff
- 3 years' experience of managing budgets and financial accounts
- Experience of leading responses to crisis communications situations
- Experience of working with CEO and or Senior leadership in an organisation
- Fluent in English
- Commitment to Global Witness's mission, values and approach

Desirable:

- Experience of communicating to global audiences on the climate crisis
- Experience of digital communications including social media strategies, web strategies
- Experience of leading on internal communication in an organisation or company
- Fluency in other languages, particularly French, German, Spanish, Portuguese