

Head of External Communications

Role Profile

Job title	Head of External Communications
Location	Hybrid – minimum 2 days per week in the London office
Responsible to	Director of Communications, Campaigns and Events
Contract	Full time (37.5 hours per week), Fixed term contract until December 2027
Salary	£65,000-£70,000 per annum depending on experience

Overview

The Head of External Communications is a senior strategic leadership role responsible for shaping, delivering, and protecting IAPB’s global communications work. This role leads the organisation’s external communications function, overseeing global media strategy, press outreach, stakeholder visibility, thought leadership, and crisis and reputation management. The postholder ensures IAPB’s voice is influential across global health, policy, and development sectors supporting the organisation’s 2030 In Sight strategy and positioning IAPB as a leading authority on vision and eye health.

Role and Responsibilities

1. External Communications & Media Strategy

- Develop and deliver a bold, high impact- external communications strategy aligned to IAPB’s mission and the 2030 In Sight strategy.
- Lead strategic planning across all external comms channels, ensuring integrated messaging across media, digital, publications, and partnerships.
- Use insight, data, and evaluation tools to monitor performance, influence future communications activity, and drive continuous improvement.

2. Team Leadership, Management & Press Office Leadership

- Lead and inspire a high performing- external communications team across media, content, and digital functions.
- Set clear goals, KPIs, outputs, and outcomes for team members and external partners.
- Where needed manage recruitment, onboarding, development, and performance.
- Promote collaborative, cross organisational- ways of working and ensure seamless coordination across departments and time zones.

- Lead IAPB's global press outreach, ensuring fast, coordinated, and proactive communication with international media.
- Oversee creation of media materials including press releases, statements, briefings, Q&As, and reactive press responses.
- Ensure consistent messaging and brand voice across all external statements and spokesperson engagements.
- Managing third party agencies who support with media and campaign elements for IAPB.

3. Media Relations

- Build and maintain strong relationships with journalists, editors, broadcast producers, and influential commentators in global health, policy, and mainstream media.
- Secure high impact- coverage in global business, health, and policy publications (e.g., BBC, Financial Times, The Economist).
- Identify opportunities for proactive media moments, narrative shaping, and agenda setting-.
- Serve as a senior spokesperson where required.

4. Thought leadership, Storytelling & Content Development

- Develop and deliver a global thought leadership- strategy, positioning IAPB leaders and experts as authoritative voices on eye health.
- Oversee publication of articles, op-eds, insights pieces, and leadership content across IAPB's channels.
- Manage third party- engagement including panels, conferences, media partnerships, and editorial collaborations.
- Build and promote a pipeline of owned thought leadership platforms and sector- leading- commentary.
- Oversee global storytelling that humanises eye health and elevates lived experience from communities worldwide.
- Lead the Every Story Counts initiative and develop multimedia content that strengthens global understanding of eye health challenges.
- Provide tools, assets, and support for IAPB members to extend campaign reach within their local and regional markets.
- Ensure content reflects diverse voices and demonstrates the global Value of Vision.

5. Stakeholder Visibility

- Elevate IAPB's profile among policymakers, global health institutions, donors, private sector partners, and high level- influencers.
- Work closely with advocacy, knowledge and membership teams to coordinate messaging and strengthen IAPB's influence across global forums.
- Drive visibility for key initiatives including Love Your Eyes, Every Story Counts, and the Value of Vision platform.

6. Crisis Communications & Reputation Management

- Lead IAPB's crisis communications planning, preparedness, and response.
- Advise senior leadership on reputational risks, ensuring robust processes for monitoring, escalation, and mitigation.
- Draft and manage crisis statements, holding lines, and rapid response- communications.
- Protect IAPB's reputation and confident organisational voice during high pressure situations.

Education, Skills & Experience Required

Required

- Proven track record leading external communications, media relations, and press office functions across global or multi country environments.
- Significant experience delivering high profile media campaigns with measurable impact.
- Strong understanding of crisis communications, reputation management, and risk mitigation.
- Demonstrable experience influencing senior stakeholders and representing organisations at international events.
- Excellent written and verbal communication skills, with the ability to craft clear, compelling stories for varied audiences.
- Strong interpersonal and cross team- collaboration skills.
- Deep knowledge of global media landscapes, emerging platforms, and audience engagement strategies.

Desirable

- Experience in public health, international development, eye health, or adjacent sectors.
- Experience working with federated or membership based global organisations.

General

- Demonstrate IAPB organisational behaviours—Ambitious, Collaborative, Inclusive, and Strategic.
- Respect the diverse cultures, experiences, and working patterns of colleagues and partners.
- Undertake any other duties commensurate with the role.
- This role profile outlines key responsibilities but is not exhaustive; duties may evolve as required by the organisation.



About us

The International Agency for the Prevention of Blindness (IAPB) is the overarching alliance for the global eye health sector dedicated to eliminating the global vision crisis. A global network spread across 100+ countries, of the most brilliant and committed non-profits, philanthropists, public and private organisations.

There are 1.1 billion people living with sight loss because they don't have access to eye care services. We are making the case loudly and repeatedly that access to eye health services are vital to everything, for everyone.

IAPB, on behalf of its network, holds trusted relationships with the United Nations and the World Health Organization. No one else is operating under this same model with the same reach. We are a growing and successful international organisation registered as a charity in the UK with a dedicated staff team located around the world.

We are seeking someone to be a part of our journey and help us achieve our goals. We are a small charity with a supportive can-do attitude. We are informal but professional and work flexibly. This role offers a real opportunity for someone to contribute our development and progress towards our goals.

Other Information

- Benefits include 30 days annual leave (plus statutory bank holidays)
- Pension scheme – 10% Employer contribution, no minimum employee contribution
- Group life assurance
- Hybrid working
- Flexible working
- Employee Assistance Provider
- Various family friendly policies
- We are only accepting applicants with a right to work in the UK; we are unable to sponsor people requiring a work visa.

To apply:

Please send your CV and cover letter to hr@iapb.org.

Closing date Friday 10th April 2026. IAPB reserves the right to close the vacancy before the closing date.

1st stage interviews will be held via Teams w/c 20 and 27 April 2026.

Due to the volume of applications received, we are unable to respond to everyone. If you have not heard from us within 28 days of the closing date, please assume your application has been unsuccessful. We request no contact from agencies.