

Inayado, 70, helps her community adapt to climate change through traditional rainwater harvesting in India.

A close-up portrait of an elderly woman with orange hair, wearing black-rimmed glasses and a colorful yellow, pink, and purple patterned headscarf. She is smiling broadly, showing her teeth. The background is a soft, out-of-focus brown.

Join our team

Communications and Engagement Officer

About Age International

Age International is a charity which responds to the needs and promotes the rights of older people, focused on those facing challenging situations worldwide. We are a part of the Age UK Group and are the UK member of the HelpAge global network, championing older people around the world. We are also the only member of the Disasters Emergency Committee (DEC) which specifically delivers age-focused humanitarian response in emergencies.

Age International recognises that there are increasing numbers of older people whose basic needs are not being met, and whose human rights are being overlooked, leading to increasing inequality and injustice.

We strive for a world where older people are respected and valued, their voices are heard, their contributions are recognised, their basic needs are met, and their human rights are realised.

We focus on

Rights – We champion the rights of older people, striving to create equal opportunities in society. With our partners, we help cultivate respect within communities and amplify older people's voices. We also recognise the discrimination older women face and work alongside our partners and older women to tackle this injustice through our programmes and advocacy.

Health – We work alongside local and global partners to safeguard the health, wellbeing, and dignity of older people. We help health systems meet the needs of older people, support homecare models and ensure staff have appropriate training, improve access to affordable medicines and assistive technology, and address the growing burden of non-communicable diseases.

Humanitarian support – We work collaboratively with our partners to deliver emergency supplies and support to older people in times of crisis, and ensure their needs are met. And in the face of the climate crisis, we focus on inclusive climate action – amplifying the impacts for older people, and their important role in responding to this crisis.

Working with our partner HelpAge International to deliver our work – We raise funds from the UK public and other donors, which support local partner organisations in the HelpAge global network to implement programmes directly alongside older people.

“I’m proud to work for Age International. We have a great team and a unique mission. I’ve visited older people supported by emergency response and longer-term development work: we really make a difference!”

Alison Marshall
CHIEF EXECUTIVE
OFFICER



Our Values

We are
AMBITIOUS

We are
PURPOSEFUL

We aim to be
**BRILLIANT
PARTNERS**

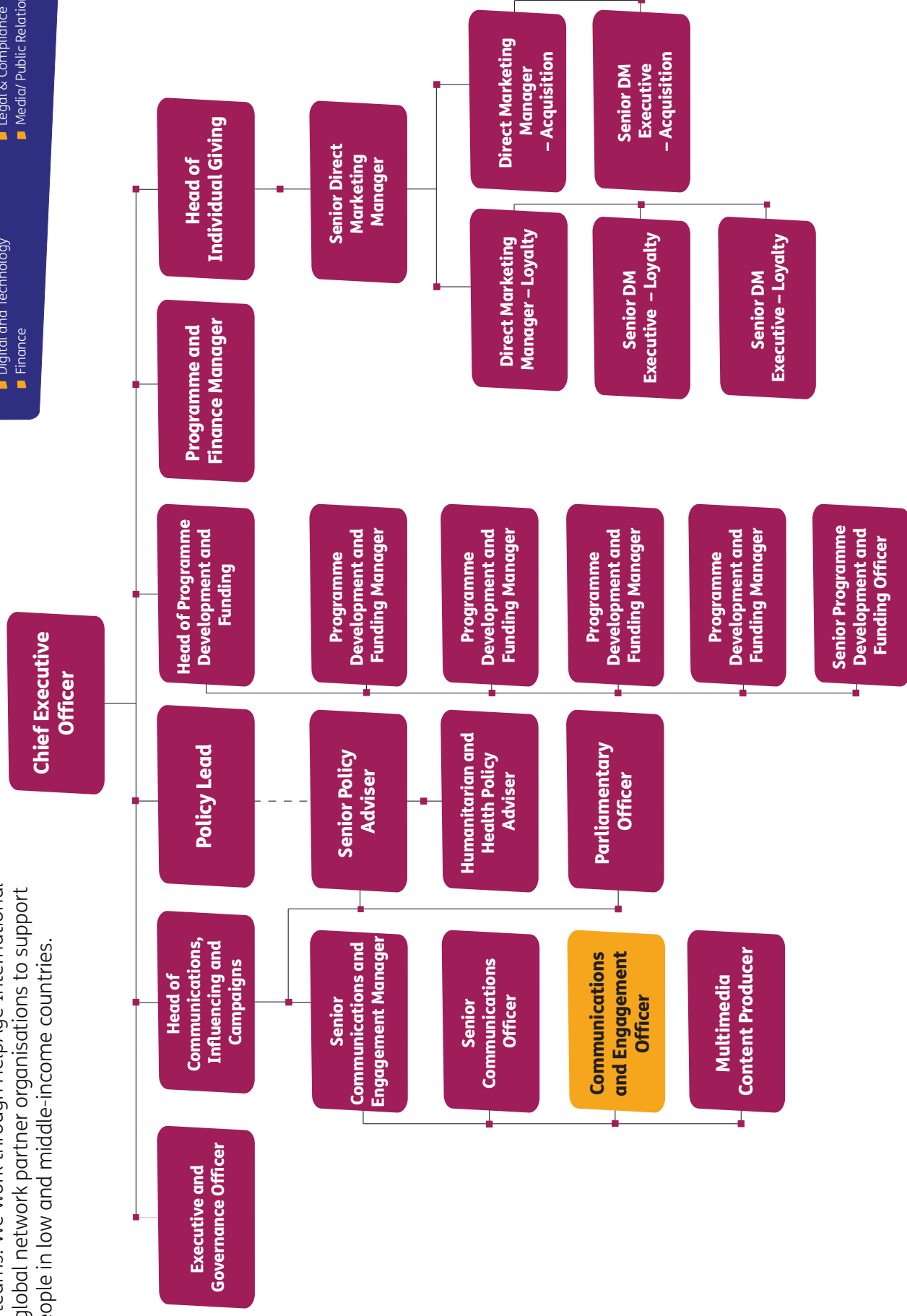
We **BUILD**
EACH OTHER
UP

Who we are

Age International is a small organisation in headcount however we are lucky to be part of Age UK and can share support teams. We work through HelpAge International and its global network partner organisations to support older people in low and middle-income countries.

Age UK Shared Services

- Brand Services
- CRM and Supporter Engagement
- Digital and Technology
- Finance
- Governance
- Internal Comms
- Legal & Compliance
- Media/ Public Relations
- People
- Policy
- Public Affairs
- Research





We're an
**Age-friendly
Employer**

Daw Hnin Ku, 75, from Myanmar, supports her grandchildren full-time while managing mobility challenges and limited financial resources.

Communications and Engagement Officer

The job, in a nutshell

This is an exciting time to join Age International. We are a small but ambitious organisation, making a significant difference to the lives of older people around the world.

We are a proud member of the Disasters Emergency Committee (DEC) and the UK member of the HelpAge global network. We advocate, raise awareness and secure funding from the UK public, government and grant makers to support programmes and influence policies that improve the lives of older people.

This role plays a central part in the high performing Communications team, ensuring UK audiences

understand the inequalities experienced by older people globally, while showcasing how Age International and its supporters are working to address these challenges.

The **Communications and Engagement Officer** works across social media, digital, internal and campaigner communications, producing engaging content - while embedding inclusive communications principles in everything they do.

What you'll do for us

Social media

- Work with the Senior Communications and Engagement Manager, and the Senior Communications Officer, to implement the social media strategy and report on progress.
- Develop and maintain a social media plan and content calendar for organic and paid activity.
- Monitor, schedule and publish content across social media channels, namely Facebook, Instagram and LinkedIn.
- Collaborate with the Individual Giving team to align organic and paid content, where appropriate.
- Monitor social media trends and make recommendations to grow engagement and reach.
- Represent Age International on the Disasters Emergency Committee (DEC) social media working group.

Digital communications

- Research, create and publish editorial and multimedia content for the Age International website, including case studies and news stories.
- Source information, including adapting, editing and simplifying technical documents into plain English for different audiences and channels.
- Assist the Communications and Fundraising teams with the development of content.

Internal communications

- Develop and deliver internal communications plans that support organisational priorities.
- Create clear, accessible and engaging content across a range of internal channels, including the monthly departmental summary reports.
- Work with Age UK internal communications colleagues to amplify Age International across all Age UK internal channels and act as the Age UK Divisional Internal Communications representative.
- Support colleagues with internal communications advice and guidance.

Location

Hybrid/London Hybrid/London EC3, moving to E1 in early 2027

Contract

Fixed term until 31 August 2027, 35 hours per week

People management

None

Division

Age International

Department

Communications, Influencing and Campaigns

Line Manager

Senior Communications and Engagement Manager

Campaigner communications

- Work with the Senior Communications and Engagement Manager to deliver the supporter journey, producing campaign emails and campaign actions (using Dotdigital and Engaging Networks).
- Manage campaigner data requirements, liaising with internal teams to source, validate and upload data for campaign communications.
- Monitor and report on campaigner communications activity and outcomes.

Inclusive communications

- Champion inclusive communications practices across the organisation, ensuring they are consistently promoted, embedded and reviewed.
- Keep up to date with inclusive communications practices across the sector, and what 'good' looks like.

Other responsibilities

- Support the delivery of strategic priorities set by the Head of Communications, Influencing and Campaigns, and the Senior Communications and Engagement Manager.
- Work closely with colleagues across Age International, Age UK, HelpAge International and the DEC to deliver collaborative projects.
- Guide internal stakeholders to uphold high standards and brand consistency across all outputs.

What we need from you

The below competencies will be assessed at the indicated stage of the recruitment process:

Application = A, Interview = I, Task = T

Must Have's:

Experience

- Experience of planning, creating, scheduling and publishing engaging content across multiple social media platforms, ensuring consistency of message, tone and brand. (A, I, T)
- Ability to assess and understand audience needs, analyse performance, and use insights to improve engagement and reach across social media platforms. (A, I, T)
- Experience of creating engaging and high quality copy for web and email. (A, I)
- Ability to manage data accurately and ensure campaign communications are monitored and reported on (I)
- Experience of creating engaging internal communications and supporting colleagues across the organisation to make the most of internal engagement opportunities. (A, I)
- A track record in keeping abreast of social media trends and opportunities. (I)

Skills and knowledge

- Excellent verbal and written communication skills, an effective proofreader with meticulous attention to detail. (A,I, T)
- Familiarity with a website CMS, Dotdigital, Engaging Networks or similar digital platforms. (A, I)
- Effective organisational and project management skills, including cross team coordination. (I)
- Understanding of what Diversity, Equity and Inclusion (DEI) means in relation to this post, and the ability to incorporate equality practices into all aspects of the work. (I)

Personal attributes

- Commitment to making a positive difference for older people in low and middle income countries as part of the Age International team. (A, I)
- A collaborative and supportive colleague who champions the function. (I)

Great to Have's:

Experience

- Experience using a Digital Asset Management system (DAM). (A, I)

Skills and knowledge

- Knowledge of the international development sector, and/or charity sector, and of working within networks. (A)
- Understanding of the importance of 'decolonised' and localised approaches to communications and engagement. (I)

Other requirements: This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role.

In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.

Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.

Ahmed, 64, unites older people through football in a Tanzanian refugee camp.



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