



HEAD OF COMMUNICATIONS



JOIN THE TEAM!

Action Against Hunger is building a world where no one dies from hunger. Life-threatening hunger is predictable, preventable and treatable, so a world without it is possible.

We tackle it where it hits and lead research to stop it. We work relentlessly to save lives and to create a world free from hunger.

We stop life-threatening hunger in its tracks. By training parents and healthcare workers to spot the signs, we get life-saving care to people who need it. Our research drives forward understanding of how to predict, prevent and treat life-threatening hunger. With unbeatable knowledge and unstoppable determination, we're taking action against hunger

WE HAVE THREE ORGANISATIONAL VALUES:

1. We work in partnership
2. We are trusted experts
3. We are unstoppable changemakers

If you want to be part of this mission and if you share our values, come and join us.

We welcome applications from all sections of the community and we encourage as broad a range of candidates as possible. If you need any additional support to help you through this process, please let us know by sending an email to jobs@actionagainsthunger.org.uk

CHECK OUT OUR SOCIAL CHANNELS:



AAH_UK



Action Against Hunger UK



actionagainsthungeruk



Action Against Hunger UK



actionagainsthunger.org.uk



ROLE DETAILS

Job title:	Head of Communications
Grade:	P07
Department:	Fundraising & Communications
Reports to:	Director of Fundraising & Communications
Job location:	Hybrid: 2 days (currently Tues and Thurs) in the office (London SE10), remaining 3 days can be worked at home
Duration:	Permanent
Hours:	37.5 per week
Salary band:	£58,494 - £63,149

JOB PURPOSE

Life-threatening hunger is predictable, preventable and treatable. We tackle hunger where it hits and stop it. Whenever and wherever people need our help. More than that, we work to prevent it in the first place by leading research that will create a world free from hunger. Forever.

As Head of Communications, you will have overall responsibility for growing our brand profile, furthering public interest in our cause and positioning us as an influential and trusted voice on hunger across the world.

You will lead a strategic, motivated and highly impactful team that has received investment in recent years. You will be comfortable developing strategy, planning and budgeting and take a 'hands-on' approach as needed. You will align our media outreach, content strategy and creative output, social media and digital activity to maximise engagement, influence, and income. You will oversee our Ambassador programme, maximising opportunities to raise awareness and generate income via high profile celebrity supporters. Your team will profile our sector-leading special events and leverage strategic partnerships to raise awareness and showcase partnership impact. Our recent investment in digital mobilisation is delivering at scale, and with your help, we will continue to bring communications, fundraising and advocacy teams together to inspire action and support.

The voice of the communities we work with is at the heart of all of our communications, and you will ensure that we convey their needs and our impact in relevant and inspiring ways.

Internationally, you will work closely with peers across the Action Against Hunger network, adding value at a global level whilst improving our ways of working to the benefit of our fundraising and communications in the UK. And you will be an active member of an engaged fundraising & comms leadership team, feeding into team and strategy development, budgeting and resource allocation, monitoring performance and reporting on KPIs.

KEY DUTIES AND RESPONSIBILITIES

- Leading the development and implementation of ambitious communication strategies that will generate long-term sustainable growth in engagement and brand recognition.
- Leading a motivated, skilled and passionate team of 9 people that is driven to collaborate and maintain a high level of performance. Ensuring staff are developed, invested in and wherever possible, retained.
- Developing a brand that builds trust and authority, reflects our tone of voice, draws on audience insight and puts the voices of affected communities at the heart of our communications.
- Driving organisational understanding of our key audiences and ensure we are developing and delivering content that is responsive, authentic and engaging.
- Ensuring that our media and PR outreach achieves organisational objectives and is targeted, effective and measurable.
- Overseeing a digital engagement strategy that supports the organisation's strategic aims, including social media, website, email and SEO strategies.
- Overseeing the implementation of our Ambassador and Influencer strategies and leading the team to raise awareness, achieve policy change and raise funds via our work with celebrity ambassadors.
- Overseeing the organisational communications strategy for emergency appeals, including leading on the development of emergency appeal protocols and external communications in relation to Action Against Hunger's membership of the Disasters Emergency Committee (DEC).
- Ensuring team targets and KPIs are met, objectives are commensurate to resource, and activities are delivered on time and to a high standard.
- Setting and achieving your department's annual plans, budgets and reforecasts; managing an annual budget of £550k+ (including salaries) and line managing four direct reports: Senior Content Manager, Senior Digital Engagement Manager, Press and PR Officer and Senior Officer for Ambassador Relations
- Ensuring the Communications team is up to date and compliant with sector legislation and relevant best practice (i.e. GDPR, Core Humanitarian Standards, etc).
- Leading on crisis comms management and management of reputational risk
- Making a tangible contribution toward Action Against Hunger's effectiveness, and to the organisation's mission, as a key member of UK and Global Senior Leadership Teams
- The above list of key duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post. And finally, you'll need to adhere to our Code of Conduct and organisational policies and protocols.

PERSON SPECIFICATION

EXPERIENCE REQUIRED

ESSENTIAL

- Team and line-management
- Strategy development and delivery for a communications department or team
- Demonstrable interest and/or experience in international development and humanitarian issues
- Brand identity development and management
- PR and media management
- Crisis media management
- Planning and managing projects within tight budgets and timeframes
- Experience in the development of marketing materials and significant campaigns
- Commitment to Action Against Hunger's mission and values

DESIRABLE

- Experience managing or overseeing celebrities, or overseeing a team that does this
- Experience of creative content production and editing tools
- Overseeing or delivering digital marketing communications, including social media
- Experience managing or delivering humanitarian emergency communications
- Developing strategic partnership communications and campaigns
- A proven understanding of how data and audience insights can best be used to support activities across audience types
- Experience of collaborating and implementing international communication projects in collaboration with international colleagues
- Proven experience of leading marketing campaigns across a range of channels including print, and digital

THE BENEFITS

You're likely to be joining us because you're as passionate about the cause as we are. But since you're here, here are some more great reasons to work with us:

- we're all about work-life balance and are flexible so you can manage work around your needs
- we'll enrol you in our pension scheme, contribute 6% to it every month and give you free Group Life Cover, if you put in at least 4%
- interest-free season ticket and personal loans (subject to eligibility)
- payroll giving scheme
- ride-to-work scheme
- private medical insurance
- free health cashback scheme, including dentist and optician appointments
- discounted gym and health club membership
- online shopping discount scheme
- annual staff recognition awards with gift voucher prizes
- employee advice line – free confidential access to financial and legal advisors
- telephone and online counselling sessions
- organisational sick pay – starting at four weeks full pay plus two weeks half pay, increasing with service
- 25 days holiday plus eight bank holidays, increasing with service after two years. You can also buy up to five extra days of annual leave each year
- enhanced maternity and paternity pay
- up to five days paid carers' leave
- up to 24 hours paid leave per year for employer-supported volunteering.
- paid fertility treatment support leave for employees/partners undergoing IVF treatment
- up to two weeks paid compassionate leave and pregnancy loss leave
- flexibility around Christmas and Easter bank holidays for those who wish to take the time off at other times to celebrate religious or cultural events.
- we operate an incremental pay structure. It's our policy to offer successful candidates the bottom of the advertised range. But if a candidate can demonstrate their current or most recent salary is higher, we'll increase our offer within the advertised range.

“MUNIRA WAS VERY SICK. BUT NOW, I AM SO HAPPY, SHE RUNS AROUND AND PLAYS.

“ACTION AGAINST HUNGER HAS HELPED US A LOT.”

- Medina, Somali



