



ARTICLE 19

JOB DESCRIPTION

Director of Communications and Campaigns

Responsible to:	Executive Director
Responsible for:	Press Officer, Campaigns Officer, Communications and Digital Officer, other staff/consultants
Key relationships:	Senior and Global Management Teams, Global Communications Team, and Project Team
Contract:	1 year renewable
Working hours:	Full time (37.5 hours per week)
Salary:	£40,925 – £45,579 per annum
Location:	London

ROLE PURPOSE

The Director serves on the senior management team and is responsible for the management and creative leadership of ARTICLE 19's international brand. The Director is responsible for leading the Communications and Campaigns Team in the development, implementation and evaluation of its short, medium and long-term strategies and operational plans.

The Director is responsible both for brand projection – the proactive creation of strategies, capacity and resources for furthering the impact of our work – and brand protection – the counselling and implementation of strategies to preserve the integrity of our identity.

The Director works with a range of internal and external audiences, manages the international communications and campaigns team, and oversees the coordination of international work with communications and campaigns functions in ARTICLE 19's national offices.

As required, the Director supports the team's implementation of deliverables, including but not limited to digital, publications, events, campaigns actions, advocacy and media interventions.

KEY RESPONSIBILITIES

- Counsel and support the senior and global management teams in the pursuance of their communication and campaign goals, including on strategy development, brand building, media relations, advocacy campaigns, events, digital engagement, crisis communications, and messaging
- Lead the development, implementation and evaluation of strategies and operational plans for the team, including the regular monitoring, evaluation and reporting of the team's work
- Manage the team including recruitment, devising protocols, assigning responsibilities, managing capacity and workplans, appraising performance, identifying development needs, and overseeing the coordination of the international/national communications and campaigns function
- Lead on the development of communications and campaigns capacity and cross-learning across ARTICLE 19
- Representing ARTICLE 19 and acting as a spokesperson, including coordinating senior managers to be spokespersons
- Devise and manage the team's budget
- Oversee the targeting, writing, recording, editing, designing, production, compilation, approval, distribution and sharing of all external materials, including both digital and non-digital

PERSON SPECIFICATION

ESSENTIAL

- The role requires a self-starter, with high levels of drive and energy and solid management experience; someone who can set their own goals, multi-task, delegate and prioritise and who has the ability to initiate and successfully manage projects.

Education and Knowledge

- Educated to degree standard or equivalent
- Up-to-date understanding of the campaigns and communications environment and best practice, particularly relating to tactics and digital engagement
- Understanding of international political context and broad UN functions

Experience

- Developing, implementing and evaluating multifaceted communications and campaigns strategies and actions at the international level
- Targeting and building relationships with the international media, including proactive engagement and servicing their needs
- Driving and delivering creative responses and using tactical approaches, particularly to engaging online audiences
- Projecting and protecting a brand including by quality controlling outputs
- Building communications and campaigns capacity
- Working in multi-lingual, multi-cultural, multi-geographical matrix teams
- Managing and developing teams
- Representing the communications and campaigns function, and ARTICLE 19 more broadly, at a senior level and managing high-value relationships

Skills

- Strong communicator, able to deliver concise and clear messages to stakeholders effectively, particularly in making complex language and information accessible
- Liaising, communicating and engaging with colleagues and stakeholders from diverse backgrounds and remotely, demonstrating leadership and diplomatic skills
- Analysing, planning and organising, with the ability to multi-task, respond quickly and change direction in a fast-changing environment
- Drive, patience and persistence in order to shape and realise goals to tight and competing deadlines
- Excellent political insight, able to judge and deliver to colleague and stakeholder expectations
- Ability to manage complex competing programmes of work across a broad and changing portfolio
- Understanding of value and importance of digital production, including web, design, video, social media
- Editorial skills, with an eye for detail and developing compelling content
- Advanced fluency in written and spoken English

Other

- Must have the right to work in the UK
- Ability to work in a multi-cultural work environment and commitment to equal opportunities and non-discrimination
- Willingness and availability for regular, and sometimes extended, overseas travel

DESIRABLE

Experience

- Knowledge of human rights frameworks and mechanisms and international development
- Experience of developing, implementing and evaluating multifaceted communications and campaigns strategies in other countries remotely

- Experience of building communications and campaigns capacity in remote offices
- Experience of working in multi-lingual, multi-cultural, multi-geographical matrix teams
- Experience of coordinating remote global colleagues
- Experience working in the Global South is highly desirable.

Skills

- Knowledge of at least one or more of ARTICLE 19's key languages (French, Spanish, Portuguese, Arabic, Russian)