

## JOB PROFILE

<b>Job Title:</b>	Communications Officer UK Humanitarian Innovation Hub
<b>Location:</b>	London
<b>Reports to:</b>	Deputy Director
<b>Contract:</b>	Fixed-term contract until March 2023 (extension subject to funding)
<b>Child Safeguarding Level:</b>	Level 1

### COMMUNICATIONS OFFICER, UK HUMANITARIAN INNOVATION HUB

The Communications Officer plays a key role, supporting the Hub's engagement by planning, delivering, monitoring and evaluating a range of targeted external communications activities, as well as establishing and strengthening engagement between Hub Members and supporting internal communications needs.

### THE HUB PURPOSE AND ORGANISATIONAL OVERVIEW

Global humanitarian needs are at an all-time high and expected to continue to rise during the next decade – driven by more complex and longer conflicts, and by fragility and climate change. In response, the humanitarian system needs to make the best use of expertise and available funding - to be more efficient, effective, and accountable - so that appropriate protection and assistance is provided to those that need it, when they need it. Meeting these challenges requires new ways of working: innovation is essential.

In 2018 the Secretary of State for International Development announced the creation of the UK Humanitarian Innovation Hub, recognising that as a global leader in science, technology and innovation, the UK has remarkable capabilities that could be of significant value to addressing humanitarian needs and challenges.

The Hub will support learning across UK funded actors working on humanitarian innovation and develop research that can help UK stakeholders take a more co-ordinated and evidence-informed approach to humanitarian innovation. The Hub will contribute to, and benefit from, establishing links with international co-ordination mechanisms for humanitarian innovation. As well as sharing knowledge and expertise, up to £5 million is available for research investments, convening and wider activities.

The Hub is hosted by Elrha and is fully funded by the UK's Foreign, Commonwealth and Development Office (FCDO). The Hub is an entity with distinct governance and management that, though subject to oversight from Elrha Board of Trustees, will determine its priorities, work plans and activities. The Hub will follow all of Elrha's operating policies and procedures, with day-to-day responsibility lying with the Director who will organise and manage the Hub staff and administration. The Hub will have its own Expert Advisory Group made of up representatives of its stakeholders who will provide strategic guidance, technical advice, and

support in its networking functions – experts in science, technology, and innovation, from government, universities, the private sector, and NGOs.

## OPERATIONAL CONTEXT

Elrha operates out of two principal office sites based in Save the Children UK premises in London and Cardiff. The UK Humanitarian Innovation Hub is hosted by Elrha and will operate from London.

## KEY ACCOUNTABILITIES

The Communications Officer plays a key role, supporting the Hub's engagement by planning, delivering, monitoring, and evaluating a range of targeted external communications activities, as well as establishing and strengthening engagement between Hub Members and supporting internal communications needs.

## CAMPAIGNS AND OUTREACH

- Support the Hub in planning, delivering and monitoring targeted, multi-channel communication campaigns – showcasing the Hub's work, serving the humanitarian innovation community and enhancing the voice of innovators across the sector.
- Support the Hub to develop relationships with, and facilitate relationships between, key stakeholders in the global humanitarian, science, technology and innovation communities.
- Support the marketing of programmes and initiatives to communities of interest.
- Assist with communications enquiries from Hub Members, including referencing, branding, and all external project-related outputs.
- Contribute to design, delivery and evaluation of public engagement and media related activities of the Hub.
- Co-ordinate campaigns with Elrha, who hosts the Hub, and the FCDO.

## CONTENT PRODUCTION

Support the Hub's production of print, digital and multimedia assets and material:

- Collaborating with colleagues, grantees and others to identify and gather news and stories.
- Drafting engaging, strategic and on-brand content.
- Planning, creating and managing a regular schedule of strategic email marketing activity.
- Developing, commissioning and curating impactful digital assets, including photos, videos, infographics, social media posts and blogs.
- Proof-reading and supporting professional editing and translation processes.
- Liaising with design and printing suppliers.
- Planning, executing, and evaluating promotional activities.

## MEDIA

Contribute to the development and delivery of the Hub's media outreach strategy:

- Creating high-quality press material that showcases the work of the Hub and/or grantees.
- Sourcing quotes and multi-media assets for use in media stories.
- Monitoring relevant media platforms for opportunities to engage proactively and reactively with our target audience.
- Fielding media enquiries and supporting colleagues with pitching contributions to targeted journalists.
- Co-ordinate media activities with Elrha and FCDO.

## MEMBERSHIP

Contribute to the design and delivery of the Hub's membership engagement strategy and process:

- Work with other Hub colleagues to generate and maintain a working knowledge of the communications and information needs of Hub Members.
- Support in the coordination and development of timely, relevant publications, including reports, briefing papers and blogs, by and for the Hub Members, both on the Hub and on influential external platforms.
- Liaise with the Hub team to plan the dissemination and promotion of relevant content across the Hub membership.
- Draft, lay out and send Hub email newsletters, and maintain subscriber lists.
- Co-coordinate the development and rollout of new collaboration tools for Hub Members on the Hub website.

## EVENTS

Support activities for Hub events:

- Assisting the preparation of high-quality event materials, such as briefing papers and presentations.
- Supporting a range of outreach needs before, during and after the event.
- Planning and preparing post-event reports and online material.
- Working with colleagues to maximise opportunities to build profile and gain appropriate event exposure.
- Participation at external events.

## ONLINE AND SOCIAL MEDIA

- Collaborate with colleagues to create engaging, on-brand, strategic content for the Hub's digital platforms.
- Contribute to the efficient management of the Hub's digital asset management platform – adding and updating content.
- Support the team, as needed, with social media content planning and creation.
- Co-ordinate online and social media with Elrha and the FCDO.
- Support the team in monitoring, recording and evaluating the performance of digital channels, as needed.
- Lend guidance to colleagues on other digital-related tasks, as required.

The principal accountabilities are not meant to be an exhaustive list of tasks. The need for a high degree of flexibility is required as the Hub grows and develops. The job holder is expected to carry out any other duties that may be required to assist the wider team if within the employee's skills and abilities, whenever reasonably instructed.

## OTHER DUTIES

- Ensure all the Hub's communications adhere to best practice and high standards of accessibility.
- Represent the Hub at public events, where appropriate.

## PERSON SPECIFICATION

### ESSENTIAL

- Educated to degree level in communications/marketing or other relevant creative disciplines, or equivalent work experience.
- Experience of working in a communications focused role within the charity/third sector
- Experience of working with a membership organisation / cross-organisational network
- Excellent writing and editing skills, and the ability to summarise complex information in clear, non-technical language following brand style and tone of voice.
- Strong experience of delivering successful campaign strategies, with the ability to produce creative and successful campaign resources that drive their engagement and impact.
- Proven experience using a range of social media channels to a high standard for professional purposes, with excellent knowledge of online analytics (including Google Analytics).
- Strong storytelling skills through both written and multimedia content.
- Proven experience of content creation and production for multiple platforms including website and social media, both written copy and visual elements.
- Experience using Content Management Systems (eg WordPress), and online meeting and events software (eg GoTo Webinar, Zoom).

- Proven experience of identifying media opportunities and working with the media and case studies.
- Experience of working autonomously using initiative and a proactive approach to problem solving
- Demonstrable project management skills: taking a brief through to delivery, on time, within budget and managing stakeholders' expectations throughout.
- Working knowledge of graphic design tools such as Canva and/or Adobe Creative Cloud (especially Illustrator and InDesign).
- Proven experience of producing publications — print or digital — including working with designers and printers to ensure quality and affordability.
- Proven track record for ensuring compliance with the General Data Protection Regulation (GDPR) and good understanding of all associated regulations.
- Excellent interpersonal skills, including the ability to liaise and communicate with colleagues at all levels of seniority.
- Attention to detail and ability to prioritise work to meet competing deadlines.

## DESIRABLE

- Experience in or understanding of the humanitarian system
- Experience of working with organisational branding.
- Member of a communications/PR professional body eg. CIPR or PRCA.

## CHILD PROTECTION – LEVEL 1

Level 1 - the responsibilities of the post do not require you to have contact with children or young people.

*We are committed to the safeguarding and protection of children and vulnerable people in our work. This post is subject to a range of vetting checks including a criminal records disclosure.*