Job Description and Person Specifications

Job title:	Communications Manager – Part Time Maternity Cover
Reporting to:	Executive Director
Key relationships:	Executive Director, Global Advocacy Director, Programmes Manager, Admin Assistant, Project Partners including Palliative Care Direct Stakeholders, WHPCA Finance Team, External Freelancers
Responsible for:	Organisational communications
Percent time:	Up to 60 percent time
Duration	1 April 2019 to 1 January 2020

Purpose of role:

This role shall be responsible for management of WHPCA communications across all organisational channels.

This position requires a motivated, hard-working and organised individual, with excellent written, oral and digital communication skills and a good understanding of palliative care issues and messaging.

Key tasks and responsibilities:

General Communications

- Increase public and stakeholder awareness of the work and impact of the WHPCA through digital and other channels. This will include:
    - Maintaining a focus on improving access to palliative care for all as part of universal health coverage
    - Creating content for the WHPCA website
    - Supporting content management of the WHPCA website
    - Building an engaging social media presence
    - Supporting development and project management of WHPCA films.
- Supporting media engagement (reacting to topical issues, writing media releases, communicating with journalists, liaising with PR professionals around key dates)
- Engaging with external freelancers (PR professionals, graphic designers, photographers and filmmakers), including writing creative briefs, managing contracting, and effecting payment

- Developing digital communication resources for the WHPCA, including personal stakeholder stories, quotes, images and audio-visual content.
- Producing regular WHPCA-published information, including monthly eNewsletter, reports and position statements.
- Liaising with contributors to publish timely, engaging news and feature articles on ehospice.

Communications support to WHPCA programmes

- Manage Narayanganj Palliative Care website in collaboration with project partners
- Publish one article per quarter on Narayanganj Palliative Care project activities
- Manage Palliative Care Voices website in collaboration with direct palliative care stakeholders
- Liaise regularly with funders to share news on projects
- Lead communications activities on the Patient Power project aimed at raising demand for palliative care as part of UHC in South Africa and Ethiopia
- Liaise with WHPCA programmes manager and project partners to ensure timely completion of all project tasks.

Communications support to WHPCA advocacy

- Work closely with WHPCA Global Advocacy Director and Executive Director to maximise advocacy opportunities. This includes:
    - Identifying key events/dates in global health calendar
    - Working with colleagues to clarify key messages and advocacy goals
    - Support in developing digital communication resources, with a focus on highlighting the voices of those affected by palliative care issues
    - Producing fact sheets on key issues in palliative care and global health.

Monitoring, Evaluation and learning

- Monitor performance of social media posts and accounts
- Monitor audience growth and open rate on Mail Chimp
- Monitor analytics for WHPCA-managed websites
- Learn from the above to optimise our reach and engagement across all digital channels.

Campaigns

- Lead on the annual global campaign: World Hospice and Palliative Care Day, including developing materials in collaboration with freelance designer, ensuring direct

stakeholder voice is prominent, managing global palliative care champions awards process

- Provide communications support to fundraising campaigns
- Provide communications support to the launch of the New Global Atlas of Palliative Care.

Other duties

- *This role profile is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments in the service.*

Person Specification

Job title

E = essential D= desirable

Experience

E	Demonstrable experience of managing organisational communications across multiple channels	Application/ Interview
E	Experience in creating and planning social media content	Application/ Interview
E	Experience developing and managing websites	Application/ Interview
E	Experience producing audiovisual content	Application/ Interview
E	Experience writing key messages aligned with organisational goals	Application/ Interview
E	Experience writing press releases	Application/ Interview
E	Experience liaising with freelance professionals to produce high quality products within budget and on time	Application/ Interview
E	Experience with email marketing	Application/ interview
D	Experience in budget management	Application/ Interview
D	Experience in developing and delivering programmes with international partners.	Application/ Interview
D	Experience of working with people belonging to vulnerable populations	Application/ Interview

Skills and abilities

E	Excellent oral, written and digital communications skills	
E	Ability to maintain strong working relationships with stakeholders from many levels.	Application/ Interview
E	Self-starter with capacity to work on own initiative	Application/ Interview
E	Strong team player	Application/ Interview
E	Ability to work to tight deadlines and under pressure	Application/ Interview
E	Understanding of using web and social media statistics to improve performance	Application/ Interview

E	Fluency in written and spoken English	Application/ Interview
E	Strong IT skills including MS office	Application/ Interview
E	Ability and willingness to do own administrative tasks	Application/ Interview
D	Strong project management skills	Application/ Interview

Knowledge

E	Educated to degree level or equivalent in a relevant subject	Application
D	Knowledge of issues relating to hospice and palliative care and its development worldwide	Application/ interview