

**BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION**

<b>JOB TITLE:</b>	<b>Internal Communications Advisor</b>
<b>DIVISION/DEPARTMENT:</b>	<b>Communications Division</b>

**1. OVERALL PURPOSE OF JOB**

<p>The primary purpose of this role is to inform, inspire and unite the thousands within the BirdLife Partnership based all over the world, through the effective use of its various internal communication channels.</p> <p>To regularly update the BirdLife extranet with engaging and topical content, including news stories, videos, tutorials and other supporting materials, to ensure our staff are better-connected and on top of what is happening across the world.</p> <p>To take the lead on distributing important updates to staff, including policy and procedural changes, in a clear and timely manner, through emails, newsletters and other delivery methods where appropriate.</p> <p>Additionally, the Internal Communications Officer will take a supporting role in uniting the wider BirdLife Partnership, developing new and innovative tools to facilitate more effective Partner-to-Partner communication.</p>
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**2. STAFF RELATIONSHIPS**

<b>REPORTING TO (LINE MANAGER):</b>
Head of Communications, with additional reporting to Head of Human Resources and Head of Partner Relations
<b>REPORTING TO JOB HOLDER (LINE MANAGED STAFF):</b>
None
<b>PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT</b>
Provision of guidance, advice and information to the CEO, Regional Directors and Senior Management Team. Additionally, close working relationships with External Communications staff, the HR team and Secretariat staff in regional offices and country programmes.
<b>PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK</b>
Direct engagement with staff of BirdLife and Partners, in particular Communication and development staff, Project staff associated with BirdLife Programmes. External suppliers such as designers, agencies, printers, video editors, etc. Staff from other NGOs and charities.

**3. KEY WORKING RELATIONSHIPS**

Contact	Level (1-3)	Contact	Level (1-3)	Contact	Level (1-3)
BirdLife Network Organisation Staff	3	General Public	1	Institutional policy makers /Politicians/ Corporations	2
BirdLife Advisory Groups, Committees, Reg. Councils	1	Press & Media	2	Institutional Funders	1
BirdLife Global Council	1	Regulators/Legislators / Auditors	1	Individual donors/ members	1
Suppliers/Service Providers	2	Scientific Community	2	Royalty/VIPs/ High worth Individuals	1
<p><b>Level of Contact</b>                      1.= General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative.                      2.= Presenting/Representing/Reporting "Relationship management". Frequent exposure representing BirdLife. Maintaining individual contacts. Frequently managing information flow.                      3.= Justifying/Negotiating - "Influencing decision makers". Frequent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications.</p>					

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**4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES**

By main work area:	
1.	Network with our staff globally, including those of BirdLife Partners, to gain an overall picture of the work priorities in every region and ensuring these are evenly represented in our internal communication channels.
2.	Maintain a database of key BirdLife Partner staff, establishing contact regularly to ensure it is regularly updated.
3.	To act as a 'switchboard', using your in-depth knowledge of the BirdLife Partnership to connect Secretariat staff to Partners and Partners-to-Partners as needs dictate.
4.	To maximise the use of communications channels so that staff within BirdLife are informed of organisational news, issues and direction and have mechanisms for providing feedback to management.
5.	Assist with the continued development of regional and global newsletters, email bulletins, intranet, webinars and other appropriate global communications.
6.	In coordination with external communications, prepare, deliver and promote news releases and news stories from BirdLife Partners in a timely manner so as to increase the BirdLife profile within our Global Partnership.
7.	Facilitate regular video updates within the Partnership as well as ad-hoc projects.
8.	To provide a bridge between the Management Team and the rest of staff, communicating policy and procedural change, outcomes of senior meetings and other important information in a timely and easy-to-digest manner.
9.	In coordination with PCCD, implement tools and methods to monitor the effectiveness of internal communication messages and channels, and propose improvements.
10.	Provide input to an internal communications strategy that meets organisational needs.
11.	Be the first point of contact for internal communication enquiries and requests for advice.
12.	Represent internal communications on projects, initiatives or campaigns and ensure that internal communications needs are met.
13.	Supporting the roll-out of campaigns to Partner staff, where appropriate and in coordination with Development and External Communications.
14.	To work with the HR team to develop new and innovative ways to aid the development of BirdLife staff, including the creation of induction videos, the establishment of training programmes and communicating and championing the roll-out of new initiatives.

**5. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES**

RESPONSIBILITY AREA	LEVEL OF AUTHORITY
<b>Financial/Budgetary</b>	Limited budget authority under the control of the Head of Communications
<b>Contracts – Funders</b>	None
<b>Contracts – Staff/Consultants</b>	Manage external suppliers as appropriate
<b>Contracts – Service providers</b>	Set up and agree contracts with service providers
<b>Legal Responsibility</b>	None
<b>Other</b>	

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**6. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS**

<b>REQUIREMENTS</b>	<b>KNOWLEDGE/SKILLS/ATTRIBUTES</b>
<b>Minimum General Education</b>	Education to degree level, or equivalent experience.
<b>Job Specific Education/Qualification</b>	Internal communications experience or relevant qualification.
<b>Job Specific Knowledge</b>	Knowledge of global environmental issues and international conservation issues. Passion for nature, wildlife and the environment and high motivation for working in a conservation charity.
<b>Experience</b>	<p>Demonstrable experience of working in Communications, and a proven track record in writing and editing to tight deadlines.</p> <p>Excellent interpersonal communication skills, both written and verbal, with the ability to reach multiple types of stakeholders. Multiple language skills would be an advantage.</p> <p>Experience of managing a range of channels such as social media and intranet would be an advantage.</p> <p>Training and building capacity in individuals would be desirable.</p>
<b>Management &amp; organisational skills</b>	<p>Ability to work under pressure, managing competing priorities and tight deadlines. Prepared to accept responsibility for decisions and actions.</p> <p>Contributes to the annual and long term work planning and delivery of the team.</p>
<b>Communications skills</b>	<p>Advanced networking skills with a natural ability to source relevant news stories from BirdLife International staff and Partners.</p> <p>Excellent writing, editing and proofreading skills</p> <p>Good verbal communication and presentation skills.</p> <p>Excellent interpersonal and individual communication skills. Ability to build positive relationships with people from different cultures and backgrounds. Ability to work collaboratively with colleagues.</p>
<b>Creativity &amp; Initiative</b>	Self-motivated, adaptable and innovative. Makes recommendations to improve working practices, develops creative solutions to problems, and has the ability to develop new skills and knowledge.
<b>Computer Literacy</b>	Excellent computer literacy in standard software packages/office applications. Excellent skills in the use of Adobe creative Suite. Strong PowerPoint presentation skills. Ability to pick up and learn new programmes quickly.
<b>Languages</b>	Working language is English. Additional languages to English is useful. Especially Spanish, French, Arabic or Mandarin.
<b>Travel requirements</b>	Occasional travel outside the UK.
<b>OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES</b>	

<b>Prepared by:</b>	<b>Date:</b>
Alex Dale	February 2019