

BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION

JOB TITLE:	Communications Manager
DEPARTMENT:	Africa
DIVISION:	Fundraising, Policy and Communications
UNIT:	Policy and Communications

1. OVERALL PURPOSE OF JOB

<p>To engage, educate and inform targeted external audiences about the BirdLife Partnership’s work and priorities, through creative use of various mediums, including the website, social media and print materials.</p> <p>Lead the development and implementation of communications strategy for the BirdLife Partnership in Africa.</p> <p>Additionally, to work with global communication teams and other stakeholders to support the implementation of BirdLife International Communication Strategy (2018-2022).</p>
--

2. WORK RELATIONSHIPS

REPORTING TO:
Line Management Lead: Policy and Communications Coordinator
Global Lead: Head of External Communications
REPORTING TO JOB HOLDER (LINE MANAGED STAFF):
<ul style="list-style-type: none"> • Communication Officer
PRINCIPAL OTHER WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT: <i>(Include nature of work relationship)</i>
<ul style="list-style-type: none"> • Senior Communications Officer • Head of Divisions • Staff in Fundraising, Policy and Communications Division • Key staff in Conservation, Finance and Admin and Partnership and Capacity Development Division • Global Communications Coordination Group and campaigning teams as appropriate • Head of Communications
PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK : <i>(Include nature of work relationship)</i>
<ul style="list-style-type: none"> • BirdLife Partners in Africa • Support Partners such as RSPB, VBN and NABU
PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES: <i>(Include nature of work relationship)</i>
<ul style="list-style-type: none"> • Communications and media partners and outlets • Journalists and influencers • Service providers (printers, designers etc.)

3. KEY WORKING RELATIONSHIPS GRID

Contact	Level (1-3)	Contact	Level (1-3)	Contact	Level (1-3)
BirdLife network / other NGOs	1	General public	2	Policy makers (institutional /politicians/ corporations)	1
BirdLife advisory groups, committees, reg. councils	0	Press & media	2	Funding organisations (institutions, foundations, corporations)	0
BirdLife Global Council	0	Regulators/ legislators/ auditors	0	Individual donors/ members	0
Suppliers/service providers	1	Scientific community	1	VIPs/ royalty/ high worth individuals	0
<p>Level of Contact</p> <p>1.= General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative.</p> <p>2.= Presenting/Representing/Reporting "Relationship management". Independent exposure representing BirdLife. Maintaining individual contacts. Usually managing information flow.</p> <p>3.= Justifying/Negotiating - "Influencing decision makers". Independent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications.</p> <p>Note: There is some additional guidance on this in the role evaluation sheet that should be used alongside new role descriptions.</p>					

4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

<p>By main work area:</p> <ol style="list-style-type: none"> 1. Lead the development and implementation of communications strategy for the BirdLife Partnership in Africa. 2. Provide creative, editorial and operational support for communications projects and events, in cooperation with relevant colleagues 3. Become the focal point for communications for BirdLife Partners in the Africa region, developing and maintaining contacts and assisting in the amplification of national issues on a regional and global scale
--

BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION

4. Lead the development and implementation of a campaign plan for the Regional Plan for the Africa Partnership (2019-2022) and flagship initiatives in Africa.
5. Create awareness of the BirdLife Communication Strategy (2018-2022) within the Partnership and ensure it is delivered with consistency
6. Maintain awareness of and familiarity with the latest cutting edge digital and social media tools and developments to keep BirdLife's digital presence innovative and compelling
7. Source content for publication across various BirdLife channels, including social media, the website, newsletter and magazine
8. Develop and maintain the BirdLife International website, including updating, sourcing and producing new content and campaign-specific websites
9. Provide assistance to Partners in developing communication strategies and the production of communication tools and materials that are needed to meet specific national requirements
10. Manage, promote and ensure increased use of BirdLife's internal communication channels
11. Ensure lessons learned, best practices, case studies are captured from the partners and communicated among partners and public audience
12. Build relationships with regional media, and assist in the dissemination of global press releases
13. Provide assistance in organizing interviews, press briefings, roundtable discussions, launches and other major advocacy and awareness events
14. Updating the mailing/distribution lists and the Africa Contacts Booklet (E-Copy)
15. Assist with monitoring analytics, data entry and overall management of communications database

Any other duties assigned by the line manager

16. As part of the One BirdLife Team, support the Senior Communications Officer with any other communications projects and activities and perform other duties and tasks as required, consistent with the skills and expertise of the post holder, in non-routine circumstances

5. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES

RESPONSIBILITY AREA	LEVEL OF AUTHORITY
Financial/Budgetary	Up to GBP 10,000 on approved projects
Contracts – Funders	None

BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION

Contracts – Staff/Consultants	Consultants on approved projects whose fees do not exceed GBP 2,500
Contracts – Service providers	Travel and procurement of services not exceeding GBP 1,000 according to approved projects
Legal Responsibility	None
Other	

6. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
Minimum General Education	Bachelor Degree level
Job Specific Education/Qualification	A degree in journalism, media, communication or other relevant field. An additional qualification in the field of conservation and experience related to training would be an advantage
Job Specific Knowledge	Proven knowledge of working effectively across a range of media platforms
Experience	Communication experience, preferably in the conservation sector with track record of producing high-quality communications outputs to deadline
Management & organisational skills	Good organisational and planning skills, with motivation and ability to adhere to deadlines, ability to work with diverse sectors
Communications skills	Excellent written and oral communication skills
Creativity & Initiative	Flexibility, adaptability and ability to work independently
Computer Literacy	Good computer skills including the use of internet, social media and web design; video editing skills will be advantageous
Languages	Fluency in oral and written French and English, speaking Portuguese will be advantageous
Travel requirements	Willingness and ability to travel
OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES	
Knowledge about BirdLife, birds, NGOs and about working in an African context will be an advantage.	
Prepared by:	Date:
Ademola Ajagbe	10 June 2019