

BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION

JOB TITLE:	Communications Officer – Internal/External Communications and Asia
DIVISION/DEPARTMENT:	Communications Division

1. OVERALL PURPOSE OF JOB

<p>To assist with sourcing, writing and editing powerful stories and short digital content for BirdLife International’s external and internal communication channels – including the extranet, and its newsletters for both staff and partners. Contribute to the creation of short impactful video content for use on social media platforms and the website.</p> <p>Collaborating with PCCD and its Partner Relations ensuring more effective communications lines between the Secretariat and Partners and a reduced but improved flow of content.</p> <p>To support Communications colleagues as required, to ensure timely delivery of communications products, contribute to the communications strategy & content for Green Recovery projects.</p> <p>Assist with developing the communications in our Asia region, including our Asia Regional Newsletter, and news stories and social media content for both BirdLife International and BirdLife Asia.</p>

2. STAFF RELATIONSHIPS

REPORTING TO (LINE MANAGER):
Director of Communications – dotted line to Regional Director, Asia and Internal Communications Manager
REPORTING TO JOB HOLDER (LINE MANAGED STAFF):
None
PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT
Assist with the provision of guidance, advice and information to Regional Director, Asia, Internal Communications Manager and the broader comms team with respect to Asian stories and issues.
PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK
Direct engagement with staff of BirdLife Partners, in particular Communication and development staff, Project staff associated with BirdLife Programmes, External: suppliers (e.g., designers, printers etc), editorial and design contacts, 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	2	General Public	1	Institutional policy makers /Politicians/ Corporations	2
BirdLife Advisory Groups, Committees, Reg. Councils	1	Press & Media	1	Institutional Funders	1
BirdLife Global Council	1	Regulators/Legislators/ Auditors	1	Individual donors/ members	1

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Suppliers/Service Providers	2	Scientific Community	2	Royalty/VIPs/ High worth Individuals	1
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Level of Contact

- 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.

4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

By main work area:
<ol style="list-style-type: none"> 1. Assist with networking with our BirdLife Partner organisation, especially within Asia, to proactively source relevant, topical news stories from across the organisation. 2. In coordination with external communications, prepare, deliver and promote Asian news releases and news stories from Asian BirdLife Partners 3. Assist with the support and distillation of newsletters, email bulletins, intranet, webinars and other appropriate global communications. 4. Facilitate regular video updates within the Partnership as well as ad-hoc social media video content. 5. Support the Internal Communications Manager in dissemination of IC product as directed. 6. Provide support to Regional Director, Asia, Asian communications and its integration as appropriate into global communications messaging. 7. Supporting the roll-out of campaigns and events to where appropriate and in coordination with communications and fundraising, in particular with the provision of relevant video content adapted for short digital formats.

5. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES

RESPONSIBILITY AREA	LEVEL OF AUTHORITY
Financial/Budgetary	None
Contracts – Funders	None
Contracts – Staff/Consultants	Manage external suppliers as appropriate
Contracts – Service providers	Set up and agree contracts with service providers
Legal Responsibility	
Other	

6. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
Minimum General Education	Education to degree level, or equivalent experience.
Job Specific Education/Qualification	Internal and/or external communications experience or relevant qualification.
Job Specific Knowledge	Knowledge of global environmental issues and international

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	conservation issues. Passion for nature, wildlife and the environment and high motivation for working in a conservation charity.
Experience	<p>Demonstrable experience of working in Communications, and a proven track record in creating content, 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.</p> <p>Experience of managing and generating effective content for a range of channels such as social media and intranet would be an advantage.</p>
Management & organisational skills	Ability to work under pressure, managing competing priorities and tight deadlines. Prepared to accept responsibility for decisions and actions.
Communications skills	<p>Networking skills with a natural ability and curiosity to source relevant news stories from BirdLife International staff and Partners.</p> <p>Excellent writing, editing and proofreading skills as well as the journalistic ability to source stories from employees.</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>
Creativity & Initiative	Self-motivated, adaptable and innovative. Assist with improving working practices and developing creative solutions to problems.
Computer Literacy	Excellent computer literacy in standard software packages/office applications. Excellent skills in the use of Canva and Adobe creative Suite, or other on-line video editing platforms
Languages	Working language is English. Additional languages to English are useful. Mandarin, Hindi, Bahasa or other important Asian region language skills would be an advantage
Travel requirements	None
OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES	

Prepared by:	Date:
Christopher Sands	January 2021