

# Programme Communications Lead

Location: [Europe & the Middle East] [United Kingdom]

Town/City: Home Working

Category: Communications

Job Type: Fixed term, Full-time

**\*Please submit your CV in English.**

## PURPOSE OF POSITION:

The job purpose of the role is to communicate the key features, benefits and performance of the WV United programme for the United 4 digital marketing platform, through Partnership-wide communications across multiple channels.

### *The objective of the communication is to:*

- promote United 4 across the Partnership to bring offices on board the platform
- advocate the benefits of new releases and how they can be utilised effectively by offices on the platform
- publicise the performance of the platform across Key Performance Indicators to offices and stakeholders

## KEY RESPONSIBILITIES:

### *Communications Strategy:*

- Develop and enhance communication strategy for the United Programme to increase awareness of the programme, improve effectiveness of communication channels and grow engagement with offices and stakeholders.

### *Internal Communications:*

- Responsible for communications via email and website at the required cadence.
- Build and update internal marketing packages for United 4 for distribution and use among Partnership offices.
- Development of United 4 Dashboard which integrates multiple communication channels and updates to offices.
- Develop templates for communication to be used across the platform, such as in Help articles, Release Notes, Platform Updates, Platform Broadcasts.
- Measure effectiveness of communications through analytics and surveys to continuously learn and improve.

***Build Best Practice:***

- Engage with Stakeholders across the Partnership as well as across digital marketing and charity sectors to explore and incorporate best practice in internal communications.

**KNOWLEDGE, SKILLS & ABILITIES:**

- A bachelor's degree or equivalent in public relations, communications, marketing or a related client-services field, or equivalent work experience.
- At least five years working in a related field in public relations, communications or marketing, preferably in a global and multi-cultural environment.
- Experience of internal communications and /or change management and/ or in digital marketing.
- Excellent writing and verbal communication skills. Good interpersonal skills; able to work with people at all levels and across cultures.
- Good networker who is effective at working with others.
- Able to work autonomously as part of a virtual team.
- Experience in using digital marketing tools and software, including websites, Content Management Systems, Google Analytics, Performance Dashboards.
- Fluency in English.

***Preferred:***

- Sees the bigger picture. Understands how digital marketing objectives and communications fit with overall Partnership objectives and communications strategy, objectives, activities and guidelines
- Understands the principles of communications planning, audience and message identification.
- Able to work with technical specialists, cut through their jargon and simplify.