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| **JOB DESCRIPTION – IAPB Communications Manager** |

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| **Job Title:** Communications Manager | **Expected Salary Band:** 40,000 – 50,000 British Pounds (adjusted to role-equivalent in selected candidate’s country of location) |
| **Job Location:** Global |  |
| **Reports to:** Head of Communications | **Responsible for:** up to2 x Communications Officers |

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| **JOB PURPOSE:** Briefly describe the overall purpose **or** function of the job |
| Supporting to lead the work of the IAPB communications team, including on strategy and leading IAPB’s web and social media presence to deliver the key strategic goals of the organisation. Assisting with leadership of the communications team who will develop tools and resources that enhance knowledge of eye health and allied development and research topics amongst IAPB membership and other stakeholders.  Working with the Head of Communications to develop the organisation’s communications goals and manage their implementation to promote IAPB and its resources and to support other IAPB functions (like membership, knowledge, advocacy etc.) that can benefit from communications support.  Help lead the IAPB Communications team to build and manage the organisation’s presence on appropriate spaces, including social media, and ensure that the organisation’s ‘voice’ is coherent and distinct. Lead the organisation’s communications to members and the wider eye health sector. Support the Head of Communications to lead the organisation’s campaigning work including World Sight Day, coming up with creative ideas and assisting with their execution. |

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| **MAIN ACCOUNTABILITIES:** | |
| 1 | To support the overall communications strategy with the Head of Communications, taking inputs from IAPB global and regional staff and other stakeholders, and manage its implementation. |
| 2 | Managing the Digital platform and other IAPB team interaction with the comms team.  To manage workflows for communications staff for engaging with new web-based technologies from a communications perspective; participate in conversations with IAPB staff on technology-related issues; Provide guidance on technical aspects of the IAPB website, including domain and server issues in consultation with the Communications Officer in-charge. |
| 3 | To project manage specific projects, events and campaigns that are key to IAPB delivering the 2030 in Sight sector strategy. Using project management techniques to lead teams across the IAPB to successfully deliver for members. Manage budgets for projects ensuring that projects come in according to budget and ensuring that invoices are collected on time. |
| 4 | To manage members of the communications team, including consultants or part-time hires, as required, including discussing job responsibilities, helping with time-allocation, and building a productive and cooperative team atmosphere. To contract and liaise with external writers, designers, and printers to support the production of IAPB materials; lead and develop content for IAPB |
| 5 | To oversee the management and deployment of key ongoing elements of the IAPB communications strategy and working with the communications team to manage communications assets like the IAPB websites, the newsletters; IAPB social media channels, publications and materials promoting IAPB; and IAPB assets like the logo and logo usage. |
| 6 | To initiate and to lead IAPB’s content and written communication efforts. This would include actively writing pieces that reflect IAPB’s work, to guide communications staff in writing for IAPB. |
| 7 | To work with IAPB staff to promote and deploy a historic, multi-year approach to World Sight Day – IAPB’s biggest communications platform - and leverage this annual opportunity to support and endorse IAPB's advocacy strategy, by producing campaigns, resources, and information and ideas for members and other stakeholders thereby informing and empowering them. |
| 8 | To provide editorial support to the communications team who will deploy social media campaigns for IAPB; This role also includes managing content and editorial inputs to the IAPB Blog. |
| 9 | To support the Head of Communications in targeting key audiences to support IAPB's advocacy work and promotion as the membership body for the eye health sector, help build linkages with broader communications networks within and outside the sector. |
| 10 | To manage communications around events and other significant global and regional meetings. To be a part of the Project Team organising such events. |
| 11 | To assist with the recruitment of Communications Officers and to help manage workflow to support the organisation’s growing needs. To hire and manage consultants to help deploy communications projects and ensure timelines are met. |
| 12 | Support the development and deployment of key IAPB projects like the Valued Suppliers Scheme or the Vision Atlas directly, or through the communications staff. |
| 13 | Keep up with new trends and developments in technology and communications to better leverage them to help meet IAPB’s goals and objectives. |

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| **JOBHOLDER ENTRY REQUIREMENTS: *Essential (E) Desired (D)*** |
| **Knowledge (Education & Related Experience):**  10+ years’ experience of communications work; preferably in the health development sector (E)  1+ year experience in running and managing communications teams (E)  5+ years experience of managing and developing an organisational website. (E)  5+ years experience of producing promotional materials and use of IT packages such as Adobe PhotoShop and InDesign. (E)  5+ years experience of managing social media accounts on several different platforms (LinkedIn, Twitter, Facebook, and Instagram) (E)  5+years project management experience (E), project management qualification (D)  Basic understanding of HTML/CSS (D)  Experience of working with trade and international media (D) |
| **Skills (Special Training or Competence):**  Excellent written and verbal communication skills (E)  Excellent IT skills and knowledge of ITC systems (E)  High levels of proficiency in written English (E)  Excellent relationship and stakeholder management (E)  Excellent budget control (E)  Proven track record in managing suppliers, contractors, media contacts and journalists (D)  Good understanding of eye health issues international or solid background in health and international development (D) |
| **Key Behaviours:**  Excellent interpersonal skills (E)  Cultural sensitivity and awareness (E)  Ability to use initiative, work without daily supervision and make decisions (E)  Ability to manage teams and deploy communications assets (E)  Ability to network and promote collaborative working relationships (E)  Ability to provide thought through strategic impact (E)  Attention to detail (E)  Keen interest in the field (D)  A sense of upcoming trends and compatibility with organisation’s needs (D) |

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| **OTHER COMMENTS** |
| Please send a covering letter outlining your suitability for the role and how you meet the entry requirements alongside an up-to-date Curriculum Vitae (CV) to [centralsupport@iapb.org](mailto:centralsupport@iapb.org) by 9am (BST) Monday 25th October with the Subject Line – Communications Manager Application.  Successful applicants will be invited to make a presentation and take part in an interview during w/b 1st November. |
| The successful applicant must have the ability and willingness to travel internationally for up to 6 weeks in a year |
| Date as of: October 2021 |