

## JOB DESCRIPTION

### IAPB Communications Manager

**Job Title:** Communications Manager

**Expected Salary:** IAPB Salary Banding.

**Job Location:** Ability to work within UK / India time zones.

**Fixed Term Contract**

**Reports to:** Head of Communications and Campaigns

**Responsible for:** up to 3 x Communications Officers.

#### JOB PURPOSE:

The Communications Manager plays a leading role in the IAPB Communications, Campaigns & Events team by working closely with the Head of Communications and Campaigns to develop communications goals and manage and monitor their implementation. This role supports driving brand awareness, engagement and action by creating and delivery high-quality communications.

The Communications Manager builds successful relationships with other leaders and managers within IAPB and plays a critical role alongside the Development and Membership, Knowledge, Advocacy and Regional teams to ensure their work is appropriately promoted, on message and benefits from communications expertise and support.

This role maintains strategic communications oversight of key IAPB initiatives and events. The Communications Manager is responsible for media and the press relations of IAPB and functions as a digital communications specialist, overseeing design, website and email campaigns.

The Communications Manager reports directly to the Head of Communications and Campaigns.

#### MAIN ACCOUNTABILITIES:

Lead communications work that supports the delivery of goals across IAPB teams, including Development and Membership, Knowledge, Advocacy and Regional Coordinators. This work includes ensuring initiatives are appropriately promoted, that external messaging is in line with IAPB objectives, and that design and web requirements are of a high standard and delivered on time.

	Manage IAPB event communications by working closely with the Events Manager to ensure IAPB events are promoted in the appropriate spaces and cut through to desired audiences. Being part of the project team(s) responsible for organising events.
	Develop, implement, and evaluate integrated communications strategies for IAPB's website, social media platforms and CRM platforms, including email campaigns.
	Manage reactive and proactive PR activity, including drafting press releases, overseeing media distribution, and managing media reporting processes.
	Support the Head of Communications and Campaigns with strategic content planning to help build and manage the organisation's presence on appropriate spaces. This work includes, initiating ideas, guiding IAPB teams to develop content, writing, editorial support, creating design briefs and optimising copy to a high standard to effectively connect with audiences.
	Work closely with the Development and Membership team to create materials and initiatives that attract new members and encourage renewal of current members. This work includes managing and coordinating the production of content and material across platforms and mediums.
	Assists with the recruitment of Communications Officers to support the organisation's growing needs.
	Manage a number of officers within the communications team. Defining their job responsibilities, overseeing their work, helping with time-allocation, and building a productive and cooperative team atmosphere.
	Familiar with various aspects of the organisation to help provide additional structure, insight, guidance, and motivation to the IAPB team. As well as playing a proactive role in nurturing a positive work culture.

#### **JOBHOLDER ENTRY REQUIREMENTS:**

##### **Knowledge (Education & Related Experience):**

Degree or diploma in marketing, communications, commerce or related field.  
 5+ years' of experience in communications work.  
 2+ years' experience in managing a communications team.  
 5+ years' experience creating, writing and producing content.  
 5+ years' experience of managing social media accounts on different platforms.  
 5+ years' project management experience or a project management qualification.  
 Software and systems experience may include WordPress or NationBuilder.  
 Experienced managing a CRM.  
 Experienced working in an international organisation.  
 Experienced working with media.  
 Experience managing concurrent projects in multiple contexts or countries.

##### **Skills:**

Strong written communication and editing skills.  
 Skilled at working with diverse audiences across different cultures, locations and sectors.  
 Able to maintain strategic oversight of communications initiatives.  
 Collaborative and empathetic.  
 A strong organiser.

Self-motivated to achieve results and inspires others to do the same.  
An enthusiastic team player who can work with minimal supervision and use minimal resources effectively.  
Creative and proactive in devising communications and campaigns content to support the mission.

**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)  
A sense of upcoming trends and compatibility with organisation's needs (D)

**OTHER COMMENTS**

Applications Closing Date: 13 October 2024. We reserve the right to close the job advert early.  
Applicants should send a CV and covering letter to [hr@iapb.org](mailto:hr@iapb.org)