Head of Communications

(Parental Leave Cover)

“In the past century FFI has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough,
FFI Vice-president
Fauna & Flora International

Fauna & Flora International (FFI) saves species from extinction and habitats from destruction, while improving the livelihoods of local people. Our guiding principles are to work through local partnerships, act as a catalyst for change, make conservation relevant, and base decisions on sound science. Founded in 1903, FFI is the world’s longest established international conservation body; our conservation work, and impact, spans the globe.

Communications Department

This is an exciting time to join our communications team. FFI’s new business plan recognises the importance of communications not only for income generation but also as a key ingredient of conservation success, and it sets out ambitious goals for increasing our profile and influence. You will play a vital role during this critical period, leading a skilled team to deliver on the exciting plans already in motion for 2020 and working with colleagues across the organisation to shape plans for the coming years that will enable us to achieve our shared mission of protecting the world’s threatened species and ecosystems.

The Opportunity

FFI is seeking a Head of Communications (Parental Leave Cover) to lead the operational management, implementation and development of FFI’s communications programme. You will head up a skilled and busy team and will work with colleagues in fundraising and across the organisation to ensure that we deliver against our plans and objectives for 2020. You will also play a leading role in developing plans for the coming years that will ensure we can achieve our communications and conservation goals.

You will have substantial relevant experience in strategic external communications, ideally within the conservation charity sector, and an excellent understanding of the full spectrum of external communications channels and approaches. With strong leadership skills, you will be an excellent people manager who is able to support your team members to deliver in their roles. You will also have outstanding interpersonal skills that will enable you to work effectively with colleagues across all levels of the organisation to help balance tactical communications objectives with strategic organisation-level goals. A good understanding of PR and of the trajectory of digital communications is essential, and you will understand how fundraising works within an international charity as well as how it interacts with communications.

This position is based in Cambridge. Some local and international travel may be required. In return, the role offers the opportunity to work within a ground-breaking and high-impact organisation, at the forefront of global conservation. In addition, FFI offers a generous pension contribution, attractive annual leave allowance and life insurance.

Our offices are located in The David Attenborough Building in central Cambridge, just a few minutes’ walk from glorious historic buildings and museums, the picturesque River Cam, the central market and shopping centre, and a host of cafés and restaurants.
### Terms and Conditions

**Start Date:** 4 May 2020, or as soon as possible afterwards

**Duration of Contract:** This is a temporary position to provide parental leave cover and will terminate on or before 16 May 2021 on the return of the Head of Communications from parental leave.

**Probation Period:** Four months

**Salary:** Circa £47,000

**Location:** Fauna & Flora International, Cambridge

**Benefits:**
- 25 working days’ annual holiday entitlement plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time FFI UK offices are closed.
- For employees on UK-based contracts, FFI currently provides a pension contribution of 8% of salary after 3 months’ continuous employment.
- Group Life insurance, currently set at a benefit of 4 x basic salary

**Hours of Work:** This is a full-time position. Part-time working hours may be considered. Standard full-time working hours are Monday to Friday from 9.00am to 5.30pm, with a one-hour lunch break.

### Job Description

**Job Title:** Head of Communications

**Reporting to:** Senior Director, Communications & Fundraising

**Line manages:**
- Communications Manager (Design & Online)
- Communications Specialist
- Communications Officer (Project Support)
- Communications Executive (Press & Media)
- Communications Executive (Social Media)
- External consultants

**Key Relationships:**
- Senior Management Team
- Management Team
- Fundraising team (including FFI-USA)
- Operations team, including Finance and HR
- Project communications staff
**Purpose:**
The Head of Communications oversees the strategic global communications programme in order to maximise FFI's profile and support its income goals while maintaining the organisation's brand and excellent reputation. As such, s/he manages the team to ensure that content produced is fresh, accurate, high-quality and strategically focused and that channels and campaigns are well-managed. S/he also plays a critical role in reputation management and in ensuring that communications activities align with key fundraising and conservation programme objectives and activities, providing support and advice to senior programme managers as needed.

**Specific Duties**

**Drive the delivery of FFI’s communications strategy and ensure that this remains aligned with organisational priorities and changing contexts within and outside the organisation:**

- Ensure that FFI’s approach to communications remains strategically aligned with organisational priorities as set out in its conservation strategy.
- Lead communications input to periodic reviews of the FFI 2019-2023 Conservation Strategy, and work with Management Team to assess progress against the strategy’s objectives.
- Develop and implement annual plans with the communications team, in line with the strategy.
- Promote collaborative working relationships and integration between the communications team and other FFI teams.
- Boost integration between the communications and fundraising teams to ensure good coordination between awareness-raising and fundraising activities.
- Ensure consistency and accuracy of messaging and brand across the organisation.
- Assist in embedding effective communications across the global reach of FFI and guide regional communications staff/consultants to ensure they all contribute towards the global communications strategy.
- Contribute to the acquisition of financial and human resources to deliver the communications strategy.
- Develop reports and key metrics for FFI’s Senior Management team and Board of Trustees to provide insights into progress towards strategic communications and organisational objectives.
- Liaise with FFI-USA to align on communications strategy and opportunities.
- Provide communications input and advice to projects as requested (this may involve fulfilling donor requirements for communications strategies and delivery within grant agreements, but each such case would be negotiated and agreed with your Line Manager before time was allocated).
- As feasible, assist with communications training and development of project-specific communications strategies.

**Oversee the development of a fresh and vibrant pipeline of materials for FFI:**

- Manage and realise the potential of FFI’s visual resources by commissioning and overseeing the production of visual materials (photographic images and video footage) for FFI general use, from staff, consultants and associates.
- Ensure that FFI has a strong pipeline of strategically purposeful, high quality written content to support communications and other organisational objectives.
• Ensure that FFI’s digital media library is developed and available to the wider organisation providing support and direction as needed.

**Oversee the production of key organisational publications for communications and fundraising:**

• Oversee the production of a range of FFI organisational materials, obtaining approval from FFI’s Senior Management Team where appropriate.
• Support and guide the production of *Update* newsletter and *FFI* magazine by providing advice and editorial assistance where needed, signing off on budgets and final copy.
• Ensure collaboration on schedules and initiatives with the fundraising and *Oryx* editorial teams.
• Support colleagues to develop strategically important documents, lending expertise to ensure that these are impactful, professional and fit for purpose.
• Support the fundraising team at FFI donor and member events by advising on event-specific materials and attending these in person.

**Ensure FFI’s website and online communications are well-managed, topical and appropriate:**

• Provide high-level oversight of the development of FFI’s web presence and social media profiles to sustain and increase the organisation’s supporter base.
• Provide high-level oversight of the development of editorial content for the website.
• Provide guidance and editorial assistance to the communications team on updating and producing content for the FFI website and partner websites.
• Ensure the Communications team meets regularly with representatives from the regional and partnerships teams to maintain a pipeline of news stories and blog posts, and work with the communications team to bring these to online audiences.

**Oversee major global communications campaigns and initiatives:**

• Play a leading role in planning, developing and implementing major profile-raising campaigns and initiatives, including helping the communications team manage their workloads to accommodate campaign responsibilities alongside their daily roles.

**Promote proactive and reactive media relations and help manage FFI’s external reputation:**

• Oversee the development and implementation of a PR plan designed to support strategic communications and wider organisational objectives.
• Where needed, provide practical support with media opportunities and enquiries.
• Approve press releases and other press activities, seeking input from the Senior Management Team as needed.
• Support communications and programme teams to maximise profile-raising and reputational opportunities arising from major external events.
• Monitor media coverage and act quickly to manage any associated reputational risks, in liaison with the Senior Director of Communications & Fundraising and the Senior Management Team.
Develop and manage the communications budget:

- Develop and manage the communications annual operating budget, and assist in quarterly reviews, re-forecasting and reporting. Record expenditure and monitor budgets; code and process invoices and purchase orders.
- Select key suppliers and providers in accordance with FFI’s Global Delegation of Authorities, giving consideration to business need, value for money and maximising operational efficiency.

Line manage the communications team and external consultants:

- Through regular meetings, keep Line Manager appraised of team activities, priorities and pressures.
- Line manage team members through objective and goal setting, continuous performance management, annual appraisal, training provision (where budgets permit) and personal development planning.
- Coordinate work of team members and delivery of external consultants to meet organisational priorities, and to ensure that workloads/outputs required are manageable.
- Ensure that team follows all processes and procedures, including making sure that team members are charging all available time, and that timesheets are submitted and approved on time.
- Provide training, advice, assistance and guidance to communications officers employed regionally with the FFI framework, inputting to the resourcing of communications to ensure the global communications function is fit for purpose.
- Provide advice, assistance and guidance to communications officers within key partner/coalition organisations.
- Where needed, identify high-quality consultants to provide expertise on specific areas of FFI's work (e.g. photographers, film-makers, campaign-developers) and ensure that FFI procedures for procurement and consultancy engagement are followed throughout FFI’s engagement with them.
- Oversee consultancy delivery, either directly or by supporting team members.

Support the delivery of strategic organisational priorities through participation on FFI’s Management Team group:

- Participate in regular Management Team meetings, providing communications input and other management expertise in order help solve shared problems, to identify and capitalise on opportunities, and to monitor progress towards FFI’s strategic objectives and implement corrective actions.
- Provide communications and reputational input into Due Diligence requests.
- Provide input to grant proposals and agreements to ensure that these are well thought through, practicable, and in-line with communications policies (e.g. surrounding copyright and sharing of images).
- Play a leadership role within the organisation, encouraging colleagues to apply FFI’s values and procedures throughout their activities.
Other:

- Where possible, develop communications components within restricted grants; where activities
  are contracted to the communications team from internal restricted grants, ensure delivery
  according to grant requirements.
- Represent FFI in external fora such as the Cambridge Conservation Initiative and New
  Networks for Nature, as possible, in agreement with Line Manager.
- Ensure communications expertise is contributed to organisational development and, in
  particular, strategic and business planning.
- Provide summaries and input to speeches for the Chief Executive and vice-presidents as
  requested.
- Contribute expertise to project-led campaigns (such as marine plastic pollution) where possible
  and appropriate.
- Work with the Communications Manager (Design & Online) and Communications Officer
  (Project Support) to redesign the Communications pages on MyFFI and act as site editor when
  needed.
- Manage general external communications queries from FFI staff, partners and third parties.
- Represent FFI to external donor audiences at events and one to one meetings.

Person Specification

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Skills</strong></td>
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<tr>
<td>- Excellent leadership and people</td>
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<td>management skills, with ability</td>
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<td>to motivate and performance</td>
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<td>manage individuals to achieve</td>
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<td>excellence</td>
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<td>- Ability to plan and think</td>
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<td>strategically and to manage</td>
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<td>complex multi-stakeholder work</td>
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<td>streams</td>
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<td>- Ability to assess and</td>
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<td>prioritise tasks effectively</td>
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<td>and to deliver projects on time</td>
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<td>and on budget</td>
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<td>- Ability to assess the value of</td>
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<td>emerging opportunities and</td>
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<td>adapt plans to capitalise on</td>
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<td>- Outstanding written</td>
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<td>communication skills</td>
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<td>- Strong verbal communication and</td>
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<td>diplomacy skills, with ability</td>
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<td>to present, negotiate and</td>
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<td>persuade at all levels with</td>
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<td>confidence and credibility</td>
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<td><strong>Knowledge and experience</strong></td>
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<td>- Substantial and relevant</td>
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<td>experience in the field of</td>
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<td>strategic communications,</td>
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<td>communications disciplines (e.g.</td>
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<td>print)</td>
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<td>- Substantial practical</td>
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<td>experience in at least one</td>
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<td>area of communications (e.g. PR,</td>
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<td>web development, social media)</td>
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• Experience of working in an international NGO environment
• Experience of planning and managing budgets, and an understanding of financial processes in an NGO context
• Experience of managing complex programmes and projects
• Experience of developing and implementing communications strategies
• Experience of managing teams to deliver complex projects
• Proven experience in working collaboratively with colleagues and partner organisations

**Behavioural qualities**

• Supportive, collaborative and approachable
• Objective-driven
• Able to remain calm within a dynamic and often high-pressure environment
• Flexible and adaptable in the face of change
• Culturally sensitive
• Has honesty and integrity
• Committed to FFI’s mission and vision
• Committed to organisational and legal compliance
• Committed to responsible management of donor funds

**Other**

• Entitlement to work in the UK
• Ability to undertake international travel

**How to Apply**

Applications, consisting of a covering letter explaining why you feel you should be considered for this post, a full CV (tailored to the role as advertised, highlighting relevant experience and achievements) and contact details for two referees (who will not be contacted without your permission) should be sent to sarah.rakowski@fauna-flora.org

Please mark your application ‘Head of Communications (Parental Leave Cover)’.

The closing date for applications is Sunday, 8 March 2020. Interviews are likely to be held during the week commencing Monday, 16 March 2020. Candidates selected for interview will be contacted by email or telephone – please specify your preferred method of contact in your covering letter and indicate where you saw the position advertised.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.
Applicants with Disabilities

FFI encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, HR Officer, FFI, on Tel: +44 (0)1223 749044 or Email: jade.bedwell@fauna-flora.org.

FFI values diversity and is committed to equality of opportunity