



Job Title:	Head of Communications and Digital
Grade & Salary:	Band F
Location:	Secretariat, London
Department:	Network, Advocacy and Communications (NACC)
Responsible to:	Director of Network, Advocacy and Communications
Contract length:	Permanent

Responsible for:

- Strategic leadership of a global communications team, managing a small team in London and matrix management of regional and country communications staff
- Strategic direction for HelpAge Secretariat's global communications including media, digital and publications
- Developing and building the global communications capability and reach in partnership with the HelpAge global network
- Developing and implementing a global communications strategy and framework across the HelpAge secretariat
- Developing global communications strategy for the HelpAge global network with the newly formed Network team
- Leadership and delivery of major digital projects and supporting Digital transformation at HelpAge
- Develop and support the implementation of a knowledge management platform, closely working with key stakeholders, ranging from the Leadership group, Trustees, members of the HelpAge global network
- Managing the communications team, matrix management of three regional Heads of Communication based in regional offices in Africa, Asia, and Eurasia and the Middle East and consultants

Relations with others:

The post holder will work closely with the Communications Team in London, matrix management of the Global Communications team, HelpAge global network members, other partners, HelpAge colleagues and staff at other organisations.

HELPAge INTERNATIONAL

HelpAge International (HelpAge) is an international NGO with a vision of a world where older people fulfil their potential to lead active, dignified, healthy and secure lives. The HelpAge global network is made up of 127 members in 77 countries working to support older people and promote their rights, with programmes managed by hubs in London in Africa, Asia and the Middle East.

The world HelpAge wants to see is one where everyone, whatever their age, can say:

- I have the income I need
- I enjoy the best possible health and quality of life
- I am safe and secure, free from discrimination and abuse
- My voice is heard.

The HelpAge secretariat works with 400 member and partner organisations. It is the only global network working with and for older people's organisations, undertaking grassroots programming and local, regional and international advocacy work.

The Network, Advocacy and Communications (NAC) Department

The NAC department works to promote knowledge of ageing and of the lives, experiences and rights of older people in low-and middle-income countries; understanding of HelpAge's vision and priorities regarding policies and programmes on ageing; to challenge ageism; to support our advocacy activities with and on behalf of older people and to bring the voices and perspectives of older people to our communications and campaigns activities. We have a dynamic team of staff working with a global partner network to influence decision makers and opinion formers around the world on the rights of older people. Our goal is to extend and deepen HelpAge International's international reputation and reach, consolidating our position as the go-to organisation on ageing and older people. The team work to transform current levels of awareness and political will to include older women and men in development and humanitarian programmes and processes, internationally and in the regions and countries where we work.

Our imperative is to change negative attitudes and narratives towards ageing and older people, replacing it with a new language proclaiming the rights and positive contribution of older people to their families, communities and societies. The HelpAge International theory of change is built around achieving our goals for older people through rigorous evidence-based research linked to our programme, developing and advocating for policy change, cutting edge influencing, popular campaigning and through partnerships for change.

Role and Responsibilities

Leading and developing HelpAge strategic communications agenda

- Work with HelpAge International staff and HelpAge global network members and partners and on the design, development and implementation of strong global and local communications strategies
- Provide leadership on communications on organisational and corporate priorities
- Supporting CEO communications
- Lead on the communications protocols that set standards and procedures and provide guidance and materials on brand, publications, media and digital work
- Lead on communications support to HelpAge responses to Emergency and Humanitarian events
- Lead the communications annual planning and its delivery. Ensure timely planning and delivery of key communications priorities during the year
- Lead on taking forward the recommendations from the current publications review and internal communications review

- Lead the development of our positioning and brand in line with our new strategy to 2020. Ensuring we have strong set of corporate communication resources relevant and used by all stakeholders
- Further develop global communications planning processes that strengthen the HelpAge network, and support the London Team and International offices and members to embed effective advocacy, communication and campaign programmes and plans that respond to local contexts and agreed global aims.
- Lead on reputation management ensuring brand a social media policies and guidelines are adhered to and that we comply with trademark, copyright, data protection and other relevant laws

Ensure the use of integrated communications across the HelpAge global network

- Develop a network wide communications strategy, working with the global Network Coordination and Development team to establish a network of communications counterparts from within HelpAge network partners to promote strong communications as key part of our overall shared mission and sense of identity
- Provide guidance and materials on brand, publications, media and digital work across the HelpAge network to support network members with their communications and fundraising efforts
- Lead on reputation management ensuring brand and social media policies and guidelines are adhered to and that we comply with trademark, copyright, data protection and other relevant laws
- Oversight of social media and media functions
- Oversight of the production and editing of HelpAge reports and corporate materials including Annual Report, newsletters and other materials Editing and publications

Leading digital transformation across the HelpAge secretariat

- Manage the programme for digital transformation, ensuring projects are delivered within agreed quality standards, risk parameters, timescales and budgets
- Lead the delivery of a new website ensuring value for money and future adaptability
- Develop and support the implementation of a knowledge management strategy, closely working with key stakeholders, ranging from the Leadership group, Trustees, members and partners of the global network
- Lead the organisation in maximising opportunities for digital solutions, enabling optimisation of user experiences of across all digital touchpoints and by building capacities and skills effectively

Management of the Communication team

- Provide leadership and line management to a global team of communications staff
- Work in close collaboration with the Heads of Global Advocacy and Ageing, Network Coordination and Development Manager to support the Director of Network, Advocacy, and Communications to deliver the NACC department's annual plan

- Contribute to HelpAge organisational and planning processes and ensure that key communications issues are brought to the attention of the Directors and CEO
- Ensure suitable crisis management response in the event of a threat to HelpAge's reputation

Strengthen communication by building resources and capacity of members and staff.

- Lead on building the skills and experience of the global communications team contribute HelpAge global network members use of multimedia resources through training, standard setting, development of online tools, visits and distance support.
- Work on diversifying our funding resources to look at emerging opportunities on digital communications
- Development of fundraising proposals that have strong policy, advocacy, campaigning and communication elements and, through the global communications team, ensuring that HelpAge proposals – global, regional and country level – include funding for communications and, where appropriate, for network development, advocacy and campaigning activities linked to our advocacy priorities

Other

- The jobholder may be asked to undertake additional tasks, commensurate with status, after consultation and the provision of necessary support and training as appropriate
- The jobholder is expected to operate within all HelpAge policies and procedures
- Active membership of HelpAge's Leadership Group

Person Specification

Essential:

Qualifications and Experience

- Substantial experience of managing a global communications team and coordinating multi-faceted global campaigns with multiple actors
Proven experience of developing and implementing communications strategies and plans
- Substantial experience of managing media including crisis and emergency communications and with good contacts with journalists and the media
- Excellent experience of producing and editing reports with good writing skills
- Experience of managing social media and having strategic oversight of social media engagement
- Demonstrated experience of successfully working on digital transformation projects and proven understanding of changing landscape in digital services and product delivery
- Solid experience of managing a digital programme, managing and mentoring a team of project managers.

- Knowledge of open source digital management systems and the ability to take full responsibility for and manage complex web development projects
- Experience in effective agile project management and delivery of digital solutions, including prototyping and minimum viable product development.
- Experience of brand management in an organisation with multiple stakeholders (partners, network members etc.).
- Knowledge of trademark protection and corporate compliance including copyright and data protection knowledge
- Excellent understanding of the changing digital and media trends
- Experience in managing crisis communications and setting up protocols for effective and timely response
- Experience of setting digital strategy and gaining buy-in across all levels of an organisation. Proven success in digital risk management.
- Excellent budget management skills and experience of account management of suppliers and securing financial resources for communications work.
- Strong representational and negotiating skills, ideally gained within international institutions and range of networks.
- Excellent team management skills and experience of delivering effective training programmes within a global organisation.
- Excellent verbal and written communications skills.
- Willingness and ability to travel. This could be to insecure locations and at short notice
- Experience of brand strategy, compliance, growth and risk management in a complex organisation
- Experience of distance management and online facilitation skills – including in matrix management

Desirable:

- Experience of and demonstrable interest in issues of ageing populations and ageing and development
- Solid understanding of user experience techniques
- Language skills particularly Arabic, Spanish, Russian or French