

## **JOB DESCRIPTION**

<b>Job Title:</b>	<b>Senior Communications Manager Storytelling and Media</b>
<b>Location:</b>	As part of our commitment to diversity and inclusion, we are actively seeking candidates based in Africa, Asia or the Middle East.  Candidates can be based in any country in which they have the legal right to live and work and where HelpAge is able to employ and pay them legally.
<b>Department:</b>	Communications
<b>Contract:</b>	Permanent, Full Time

### **Organisation background**

#### **HelpAge and Strategy 2030 – delivering real impact for older people**

HelpAge International works with partners and a diverse global network of more than 150 organisations across 90 countries, supporting millions of older people to live safe, dignified and healthy lives. Through our partnership and collaborations, we work to ensure the inclusion of older people across society and strive to deliver a just and fair world for everyone, whatever their age. Our work is driven by our desire to deliver real impact for older people, to be inclusive, to work in partnership and to learn from our shared experience.

Our Strategy 2030, *Ageing in a Just World*, sets out how we will work together to shape the future we all share. By working together, we aim to help inspire a movement for change and through ensuring all our work promotes older people's wellbeing, dignity and voice, we can transform the lives of older people now and in the future.

#### **How you can make a difference**

As a senior member of our communications team, you will have the opportunity to contribute to our work to bring positive and lasting change in the lives of older people.

As countries prepare for and adapt to population ageing, we seek to make a difference at a critical juncture to how societies, economies and institutions adapt to this change.

Guided by our commitment to our values of impact, learning, partnership, and inclusion, we partner with other agents for change to bring systemic change and impact at scale. By acting as a supporter, convener and thought leader, together, we can make an impact that matters for older people and their communities.

HelpAge International offers an inclusive, collaborative workplace and innovative environment. This is a critical time for HelpAge International as we seek to transform the ways the organisation works and brings value.

We are looking for talent which thrives in collaborating with others (inside HelpAge International and beyond) and who can work in agile ways and across boundaries. We are seeking individuals, with an entrepreneurial mindset, who can work across diverse areas of our work, who can leverage both their unique expertise and deploy a wider range of experiences and competencies. What you will do

This is a critical time for HelpAge as we seek to transform the ways the organisation works and brings value. We are looking for exceptional individuals who will explore new opportunities to create value, to find new avenues, unique ways and novel partnership and collaborations to reach our shared goals. We are looking for talent which thrives in collaborating with others (inside HelpAge International and beyond) and who can work in agile ways and across boundaries. We are seeking individuals, with an entrepreneurial mindset, who can work across diverse areas of our work, who can leverage both their unique expertise and deploy a wider range of experiences and competencies.

### **About the team**

The Communications team at HelpAge is small - five people – but with big ambitions to punch above our weight and deliver real results that will change how the world sees and treats older people.

Our remit is to:

- Lead communications for HelpAge, building the reputation of the knowledge and expertise of the organisation, attracting attention to issues and messages around ageing and older people.
- Deliver skills and experience in communications that will add value to the work of our colleagues in the Global Impact and Business Development teams. We want to create and harness new opportunities, which take forward key issues and areas where we want to promote change.
- Deliver multi-channel communications that create impact across a wide range of HelpAge projects and campaigns. We collaborate with departments, network members and partners to deliver content and strategies that enable HelpAge to mount strong campaigns that amplify the voice and experience of older people.
- Engage with members of the HelpAge global network and other partners to deliver content that reflects the important work they do to promote the rights of older people, working in partnership with HelpAge.
- Lead on internal communications, coming up with new ideas for engaging staff in our work

### **About you**

You are passionate about using the international media to tell the story of our work and the older people we work with. You are a creative storyteller with a strong sense of what makes news and how to make a story interesting for our audiences. You have a network of media contacts and ideas of different ways to tell stories – on our own platforms and with external media.

You also have first-hand experience in communicating during a humanitarian crisis, ensuring the voice of those you represent can be heard in a crowded space.

You are very hands on but also a great collaborator, within your team and with colleagues across a globally dispersed organisation. And you really want to use your skills to make a positive difference to the lives of older people.

### **What you will do**

- Lead on media outreach for HelpAge's work, finding stories that will interest journalists in the international media and working with them to bring that story to light.
- Implement a global media relations programme, managing media outreach and generating press coverage in international media about HelpAge's work and the lives of older people. This includes organising interviews, providing media briefings; writing press releases and op eds; and generating and responding to media requests
- Lead on communications for humanitarian crises, responding to developing events and coordinating emergency communications in the event of a category 1 or category 2 humanitarian crisis – including deploying to work at the heart of the crisis. This will involve working closely with colleagues in the Inclusive Humanitarian team and HelpAge's supporting member organisations.
- Develop storytelling strategies and tactics that amplify the voice of older people in low- and middle-income countries, using traditional and digital media, including creating specific strategies for projects and campaigns.
- Support the promotion and production of HelpAge reports and publications, including the Annual Report.
- Work with photographers / videographers and other external agencies to secure new content to enable better storytelling.
- Work closely with the Business Development department to maximise opportunities that will deliver an integrated approach to fundraising and communications.
- Provide training, mentoring and resources to build capacity of other staff and partners to undertake effective communications.
- Provide advice and ideas on internal communications, developing related communication strategies.
- Monitor the impact generated in different campaigns and use the results to make recommendations for future work to ensure continued impact.

This outlines the broad areas of responsibility in the role, but in collaboration with your colleagues you will be able to shape and design specific activities that are relevant at any point in time. We want you to work creatively to deliver impact and respond to relevant opportunities.

### **Let's talk about your skills**

You will be someone with:

- Experience of working on communications at global, regional and national levels.

- Proven ability to devise and implement proactive campaigns or equivalent high-profile work, working as a journalist or communications specialist.
- Experience in working with the news agenda and a strong understanding of what makes news.
- Established network of media contacts in the international media.
- Track record of innovation and creativity in communications.
- Excellent command of English and able to produce high quality written material.
- Strong working knowledge of online and digital media.
- Ability to handle multiple projects and a variety of work simultaneously
- Ability to work effectively with a wide range of stakeholders across a variety of working contexts and environments; and to deliver to tight deadlines.
- Skills in building colleagues' capacity to generate content and use communications.
- Language skills highly desirable.
- Technical skills in content production will also be very valuable in this role.

In addition, as an HelpAge employee you are expected to:

- Work collaboratively, building mutual trust and respect, with external organisations and partners to achieve our strategic aims and objectives; being accountable for the work you do together.
- Adapt to new directions or opportunities arising within the organisation and in your work area; being flexible in your role, constantly using the feedback to learn more and evolve further.
- Embrace a supportive, collaborative and highly inclusive environment where everybody feels supported, respected and engaged
- Extend HelpAge's reach and impact, by creating and identifying new business development opportunities and building relationships with new partners.
- Lead and promote a culture of including the voices of older people across our support, convening and thought leadership roles, in a way that is transformative, empowering and highly inclusive of those marginalized by gender, economic status, disability and other factors of discrimination.

## **Safeguarding**

HelpAge International is committed to safeguarding the communities with which we work, our partners, staff and any others who we come into contact with.

You will therefore be responsible for:

- Preventing harm and abuse from our people, operations, and programmes to anyone that encounters our work.
- Reporting all safeguarding incidents you see, hear, hear about or suspect, using our internal reporting mechanism.

- Complying with all safeguarding framework policies and practices.
- Completing mandatory training courses relating to our safeguarding policy framework and complying with HR vetting procedures.

### **Diversity & Inclusion**

HelpAge International is dedicated to creating a diverse and inclusive environment for all its employees/consultants while extending the culture of inclusion into our work.

We believe that our workforce should reflect the wide diversity of the communities we serve, and that diverse voices should be elevated and intentionally integrated into our work. We embrace difference and diversity of identity, experience, and thought, and actively strive for inclusive behaviors across our organization and work regardless of gender, race, disability, age, nationality, ethnic/national origin, sexual orientation, religious beliefs, marital status, pregnancy, social status, and political beliefs.