

SENIOR COMMUNICATIONS MANAGER

- Department:** Global Communications Team
- Location:** Candidates can be based in any country where they have the legal right to live and work, and where HelpAge is able to employ and pay them legally.
- We are actively seeking candidates based in Africa, Asia, or the Middle East.
- Contract:** Permanent
- Closing date:** 5 September 2023

Delivering real impact for older people

HelpAge International works with partners and a diverse global network of more than 170 organisations across 91 countries to support millions of older people to lead 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 achieve real impact for older people, to be inclusive, to work in partnership and to learn from our shared experience.

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

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

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

The Opportunity:

We are looking for a senior member of our global communications team to help shape our communications strategies and approaches, working closely with the Global Head of Communications.

You will have the opportunity to contribute to our work to bring positive and lasting change in the lives of older people.

The role will involve a mix of:

- Working with the international media to tell the story of older people in low-and middle-income countries and how HelpAge is working to ensuring they can live in dignity and enjoy greater wellbeing.
- Leading on our humanitarian communications during major emergencies.
- Managing a global campaign that works in collaboration with the HelpAge global network to revolutionise the way older people are seen and treated around the world.

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 you:

You are a creative storyteller and strategic thinker with a strong sense of what makes news and how to make a story interesting for our audiences around the world.

You are passionate about using the international media to tell the story of our work and the older people we work with.

You have a network of media contacts and ideas of different ways to tell stories – on our own platforms and with external media.

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

And you are a campaigner who wants to use our communications to drive change, creating a strong and compelling narrative.

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.

About the team:

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

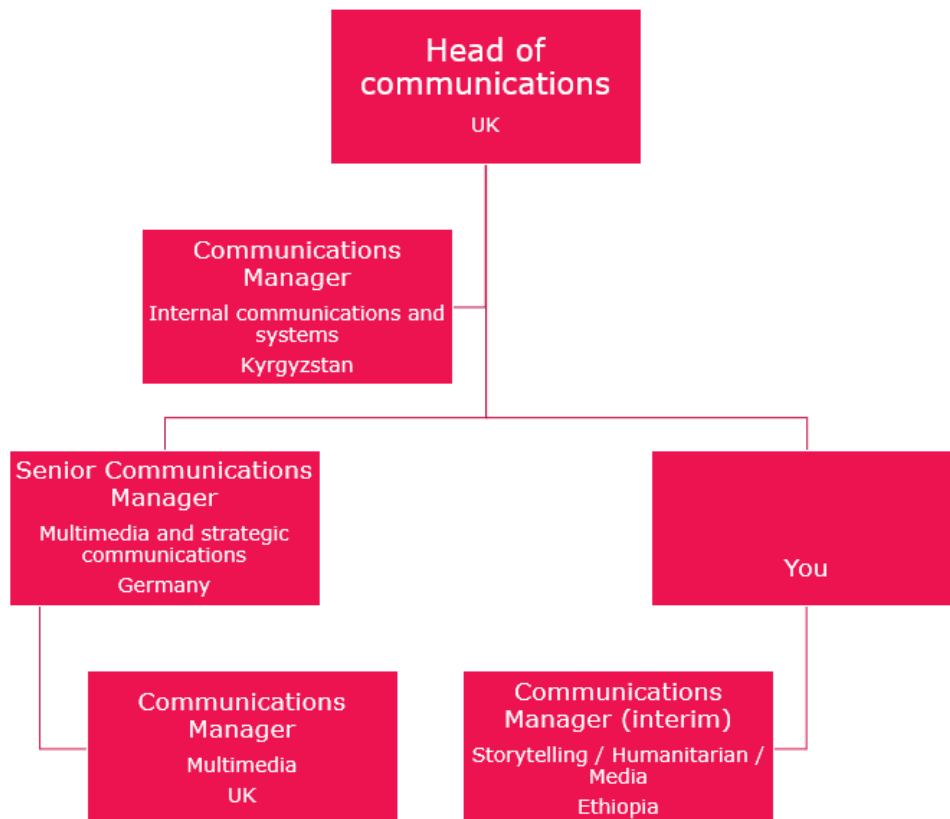
Our remit is to:

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.



What you will do:

- 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.
- Deliver a HelpAge media strategy and lead on media outreach, finding stories that will interest journalists in the international media and working with them to bring that story to light.
 - 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.
 - You would hire local contractors who can support our reporting and content gathering in the field – but may deploy to the location of the crisis yourself.
 - You would work closely with colleagues in the Inclusive Humanitarian Action team (particularly our global advocacy adviser), HelpAge’s global network of partners, and the organisations that support HelpAge’s fundraising.
- Lead the development of communications content and stories for HelpAge’s global campaign - which launches on 1 October 2023, the annual International Day of Older Persons. This is a pro-ageing campaign designed to change the way we see and treat older people and brings a strong message to our global communications.
 - You would ensure that inspiring campaign messaging is embedded across our work.
 - You would lead on a programme to secure the visible support of high profile individuals with influence – in our sector and beyond.
- 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 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.
- Monitor the impact we achieve 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 **must** have:

- At least seven years of experience in PR, communications or journalism
- 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.
- Prior experience of working on a humanitarian crisis.
- An established network of media contacts in the international media.
- Track record of innovation and creativity in communications and an ability to deliver to tight deadlines.
- 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.

It would be **desirable** if you also had:

- Ability to work effectively with a wide range of stakeholders across a variety of working contexts and environments.
- Line management experience.
- Skills in building colleagues' capacity to generate content and use communications.
- Experience in managing high profile individuals who can act as an ambassador for your brand.
- Language skills.
- Technical skills in content production.

Key Behavioural Competencies

At HelpAge International, we believe in the importance of empowering our people to be change makers and leaders at all levels. We expect our people to embrace and live our values, challenging themselves every day to identify issues that are most important to older persons and their communities, and to make an impact that matters.

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

Competencies	Description
Working Collaboratively with Others	Work collaboratively, building mutual trust and respect, with external organizations and partners to achieve our strategic aims and objectives; being accountable for the work we do together.

Adaptability and Flexibility	Adapt to new directions or opportunities arising within the organisation and in our work area; being flexible in our role, constantly using the feedback to learn more and evolve further.
Supporting and Facilitating Change	Lead behavioural and cultural change through embracing a supportive, collaborative and highly inclusive environment where everybody feels supported, respected and engaged.
Extend HelpAge’s Reach and Impact	Extend HelpAge’s reach and impact by creating and identifying new business development opportunities and building relationships with new partners.
Diversity and Inclusion	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 marginalised by gender, economic status, disability and other factors of discrimination.
Leading Others (for managers)	Demonstrate strong leadership to own unit/department and manage people in a well and reputable manner. Create an atmosphere of trust and an enabling environment where staff can contribute their best and develop their potential.

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. The post holder will also 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.

SAFER RECRUITMENT

All employments at HelpAge International will be subject to satisfactory references and appropriate screening checks, which can include misconduct disclosure schemes and terrorism finance checks.