

# JOB PROFILE

<b>Job Title</b>	<b>Communications and Engagement Manager</b>
<b>Reporting to</b>	<b>Director of Development</b>
<b>Responsible for</b>	<b>Volunteers</b>
<b>Contract</b>	<b>Permanent</b>
<b>Salary</b>	<b>£30,600 - £37,400</b>
<b>Location</b>	<b>DOTW is a flexible employer – our office is in One Canada Square, London E14 5AA so availability to work and travel to the office, potentially weekly, will be important</b>

## Overview

Doctors of the World UK is part of the global Médecins du Monde network, which delivers over 300 projects in more than 70 countries through 3,000 volunteers.

Our vision is of a world in which people affected by war, natural disasters, disease, hunger, poverty or exclusion get the healthcare they need.

Doctors of the World's UK programme provides direct services and leads policy and advocacy work to help people across the UK who are excluded from health services, such as migrants, refugees, sex workers and people with no fixed address access, to access essential healthcare. Our services are run by volunteer doctors, nurses, midwives and support workers who provide vital short-term healthcare and help to get people registered with their local GP.

We believe that every person living in the UK has the right to healthcare, and we work to influence public policy and local implementation to reduce health inequalities and ensure access to healthcare for all.

Through our health programmes and advocacy, we work with people to support them to overcome barriers to healthcare. Since opening in the UK in 1998, we've raised over £10m for overseas programmes, helped more than 20,000 people in the UK get access to healthcare and fought for health as a human right for all.

People with lived experience of migration, the asylum system, homelessness or exclusion from health services are encouraged to apply.

## Job Purpose

The Communications and Engagement Manager helps grow the organisation's profile, reputation and supporter base through external communications and campaigns, such as activities to support our advocacy, fundraising, positioning, and media work.

The Communications and Engagement Manager should have an appetite to help us reach new and diverse audiences, to grow our supporter base and unrestricted income, and to be successful in our advocacy campaigns which bring about real change for those excluded from healthcare access. In this role you will develop strategic communications on the right to health, empower and work sensitively with people to collect stories about our work and tell them to different audiences, using creativity and brilliant storytelling to engage people through web, email and social media channels that optimises opportunities and engagement from the public and other stakeholders.

Doctors of the World UK has been growing its impact and income over the last five years and has ambitious plans, which put communications at the heart of its campaigning, advocacy and fundraising work. The Communications and Engagement Manager will be a crucial part of the Development team, and you will work closely with our digital agency in updating and managing the Doctors of the World website.

We have a small, high-performing team in a lovely office and a supportive work environment that gives staff opportunities to learn new skills and to grow. The Communications and Engagement Manager supports our UK and international campaigns whilst ensuring that our communications in the UK are aligned with the brand and wider work of our global Médecins du Monde international network by collaborating with colleagues from around the world

Relationship management will be a key strength of yours as you will work with colleagues inside and outside of the organisation and deliver excellence in communications.

The role will help the organisation to deliver our commitment to do far more to learn from and shift power to those with lived experience of migration and barriers to healthcare. We are also striving to be an actively anti-racist organisation. You will play a key role in ensuring that any decision in our communications work with people with lived experience is made with them, not for/to them, and you will fight against any 'box-ticking' exercise, tokenism and racism when working with people with lived experience and others.

Key Duties	Key Activities
<p><b>Strategic communications</b></p>	<ul style="list-style-type: none"> <li>• Develop and deliver a Communication Strategy and operational plans which meet the growth ambitions of the organisation, as set out in our current and future strategic plans 2020-2022, and then successive strategic plan which will be developed in 2022</li> <li>• Draw on and develop strategic communications and messaging guidance to support delivery of targeted and effective communications and campaigns</li> <li>• Use expertise in content generation and story telling to work with colleagues in our Services and Policy &amp; Advocacy teams, and our group of experts by experience to co-produce regular new content (case studies, stories and images), encouraging all staff to find and use stories in their day-to-day work, to be used for external communications about our UK and international work</li> <li>• Develop reciprocal and meaningful relationships with people with experts by experience, ensuring they are supported to shape and influence communications and engagement work and to coproduce comms and campaigns materials. This may involve working with interpreters</li> <li>• Manage and deliver a content plan for social media channels with the fundraising and advocacy teams, ensuring content is relevant and timely, e.g. meeting agreed frequency for posts on both Facebook and Twitter, LinkedIn and Instagram, amongst others demonstrate these general and targeted communications are growing our audience engagement and size, by measuring analytics and meeting targets</li> <li>• Keep abreast of social media developments in the charity and commercial sector, looking for opportunities to adapt this for DOTW usage</li> <li>• Source, write and manage website content and create an editorial schedule, e.g. weekly writing/sourcing of regular blogs on issues that we're positioning on, providing communications support to humanitarian emergencies as they arise, then use website analytics etc. to demonstrate that posts are relevant and engaging</li> <li>• Prepare regular reports on the impact of our digital communications on growing brand awareness and supporter engagement, including reporting back to experts by experience, staff and volunteers about reach and impact of their contribution, which show impact</li> </ul>

<p><b>Communications campaign planning and delivery?</b></p>	<ul style="list-style-type: none"> <li>• Identify target audiences and the appropriate outlets to reach them</li> <li>• Work with the Participation Lead and Experts by Experience in a sensitive and reciprocal manner to gather, deliver and manage powerful stories that put the experiences, views, insights and voices of migrants, refugees and people seeking asylum front and centre of our UK work</li> <li>• Manage communications-led campaigns that grow awareness and engagement among our target audiences by, for example, drawing on strategic communications evidence, researching audiences’ media consumption preferences, designing the digital elements of such campaigns, and reporting on the impact of such campaigns and developing and implementing recommendations to improve campaigning performance</li> <li>• Manage a small budget spend which delivers agreed ROI on digital campaigns</li> <li>• Ensure that all activities are complies with regulations such as data protection</li> <li>• Working in partnership with experts by experience, produce the charity’s guidelines around its work with lived-experience storytellers and ensure compliance</li> <li>• Grow the supporter email list by at least 10,000 subscribers in 2022, and then set targets and plans that deliver growth as per the strategic plan</li> </ul>
<p><b>Manage media relations; and generate extensive, informed coverage in target media</b></p>	<ul style="list-style-type: none"> <li>• Secure media coverage that reaches the organisation’s target audiences, proactively and reactively placing stories, comments and so on in print, broadcast and digital media</li> <li>• Maintain position papers and lines to take; and write regular ‘talking points’ for use in media interviews</li> <li>• Manage media enquiries, ensuring good handover where necessary</li> <li>• Write press releases and articles as well as support experts by experience, volunteers and staff in writing/speaking on relevant issues</li> <li>• Keep abreast of the external news and political agenda and keep up to date with who’s writing about what (e.g. refugee crisis, NHS etc) and maintain relationships with journalists</li> <li>• Liaise with colleagues within the Doctors of the World’s international network on communication issues and participate in network fora (online and in person, as appropriate)</li> <li>• Participate in a weekly editorial meeting</li> <li>• Plan media campaigns when research or a report publication is produced by or produced in collaboration with DOTW, to optimise the opportunity to ensure DOTW is seen as a thought leader on access to healthcare and other relevant matters</li> <li>• Create and maintain a database of active documentary and feature pitches.</li> <li>• Create and maintain a database of media contacts of relevant journalists and producers for print, TV, online and radio</li> </ul>

<p><b>Publishing</b></p>	<ul style="list-style-type: none"> <li>• Lead on the production of annual reports including the Impact Report and deliver marketing (dissemination) plans</li> <li>• Plan, write and distribute e-news mailings</li> <li>• Train and support Experts by Experience, volunteers and staff to write blogs, articles and op-eds for internal and external publications</li> <li>• Ensure all publications are consistent with our style and brand identity guidelines, which you will help update</li> <li>• Oversee the production of video content</li> <li>• Maintain a communications calendar</li> <li>• Find, archive, edit and choose the right photos</li> </ul>
<p><b>Communications support to fundraising</b></p>	<ul style="list-style-type: none"> <li>• Contribute communications expertise to support fundraising by, for example, helping to submit proposals for the organisation to become beneficiaries of media fundraising appeals (e.g. newspaper Christmas appeals) and drafting case studies for inclusion in proposals</li> <li>• Provide communications support to the delivery of donor recruitment and cultivation events, especially amongst high net worth individuals</li> <li>• Generate exceptional content that engages and deepens the engagement of individual supporters in their DOTW journey, e.g. e-newsletter</li> </ul>
<p><b>Positioning</b></p>	<ul style="list-style-type: none"> <li>• Work with the Advocacy team to develop key messages on advocacy topics</li> <li>• Contribute communications and campaigns expertise to support advocacy campaigns and work, for example, generating content to support campaigns, overseeing online campaign actions and supporting targeted media work</li> <li>• Plan and deliver communications content that helps position the organisation's expertise, for example, preparing presentations and speech-writing for the senior management team (SMT), writing blogs and/or comment and opinion pieces for use by media outlets and on our social media channels</li> <li>• Support the SMT to manage partnerships that advance the organisation's impact</li> </ul>
<p><b>Other Duties</b></p>	<ul style="list-style-type: none"> <li>• Participate in on-call, out of office hours media relations</li> <li>• Contribute to the development and delivery of DOTW UK's strategic plan</li> <li>• Some out of office hours work and international travel may be required</li> <li>• Other ad hoc duties as required</li> </ul>

<p><b>General</b></p>	<ul style="list-style-type: none"> <li>• To be open to change and demonstrate a flexible and adaptable approach</li> <li>• To work collaboratively with others and be a supportive and effective team member</li> <li>• To ensure that all activities undertaken on behalf of Doctors of the World UK, externally or internally, are executed in accordance with the overall aims of the organisation and in line with our policies and procedures</li> </ul>
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	<ul style="list-style-type: none"> <li>To participate in training and other activities as requested by the organisation</li> </ul>
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<b>Stakeholder and Customer Service</b>	<ul style="list-style-type: none"> <li>To provide quality customer service to all our respective audiences and stakeholders and comply with our quality management protocols</li> </ul>
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Key Deliverables	Please Indicate A R or N/A
Increase Doctors of the World's digital audiences and engagement	A
Win coverage for Doctors of the World's work and concerns	R
Generate content that enables campaigning and fundraising	R
Growing awareness of and engagement with DOTW amongst its target audiences	R

**Decision Making Criteria:** A = Accountable, R = Responsible

<b>Level of Budgetary Responsibility</b>	Low
<b>Key Working Contacts</b>	All internal staff; Network communications colleagues

*This is not intended to be an exhaustive list. Your job description may be subject to change.*

<b>Date Created</b>	March 2022
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## Person Specification

<b>Job Title</b>	<b>Communications and Engagement Lead</b>
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PERSONAL COMPETENCIES	
Competency Title	The successful candidate will be able to....
<b>Communicating with others</b>	Present complex ideas and information in a compelling and convincing way; listen actively; be positive and persuasive, communicating appropriately and in a professional manner in all circumstances; be able to communicate DOTW's core mission
<b>Team working and interpersonal skills</b>	Actively contribute across teams to good team working and team relationships, promoting a constructive climate; support others to achieve their aims; build consensus; be friendly, helpful and supportive
<b>Managing Resources</b>	Work efficiently and effectively; be driven to excel and achieve the greatest impact; be cost-conscious; have good project management skill, experience and ability
<b>Drives Continuous Improvement</b>	Value feedback and learning; implement improvements and encourage innovation; appreciates direction; adapts to change seamlessly; meets deadlines
<b>Customer Services</b>	Strive to achieve excellence
<b>Managing Yourself</b>	Manage workplace stress appropriately; see and act on opportunities for growth; manage volunteers appropriately and well
<b>Delivery and Meeting Business Plan</b>	Spot opportunities to grow our impact; work in an entrepreneurial way to win coverage and work in partnership with others to achieve our mission. Will strive to excel, stretching goals and targets. Can show the impact of the work for which they are accountable.

RELEVANT EXPERIENCE	
The successful candidate will have....	
•	First-class written and verbal communication skills
•	Familiarity with constantly evolving digital media platforms and technologies, particularly experience of managing and editing a website and social media channels
•	A proven track record in delivering informed media coverage at national level
	Substantial experience in a similar position; or at least three years communications-related experience
•	Experience of devising and implementing media, social media & PR (communications-led) campaigns that have successfully grown awareness and engagement among target audiences
•	Lived experience of migration, the asylum system and/or exclusion from health services (desirable)

SPECIFIC SKILLS AND KNOWLEDGE	
The successful candidate will have the ability to....	The successful candidate will have....
write high quality, engaging written copy for internal and external publications	minimum three years experience in journalism, communications, campaigning, marketing or similar
build/maintain relationships with journalists, recognising opportunities for press coverage	passion for media and communications as well as an interest in healthcare, international development and the principles of Doctors of the World
be an enthusiastic, highly organised self-starter; flexible, with the ability to multi-task, detail oriented	an in-depth understanding of the British press, with existing contacts with print, radio and television journalists
work creatively within a limited budget	digital design skills and ability to edit images and create infographics (desirable)
prioritise multiple tasks to tight deadlines	a solid understanding, through hands on experience, of how to grow social media audiences and engagement.
communicate our values as an organisation and to defend the interests of the vulnerable people we support	Experience of creating and adapting content to new and emerging media
interview vulnerable people and write case studies	An understanding of best practice approaches to expert by experience engagement work and co-production (desirable).
	Awareness of search engine optimisation and experience of using Google Analytics and managing a Google AdWords campaign (desirable)

<b>Date Created</b>	March 2022
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