

SENIOR COMMUNICATIONS OFFICER

Job description and person specification

UNA-UK is looking for a creative communications professional to transform our storytelling and improve our digital offer as we enter a new era amidst the pandemic, with new leadership and sufficient funds to invest in communications.

This is a full-time post based at our offices in central London (Whitehall Court). The salary range is £25k to £29k, with a 7% pension contribution to the organisation's pension scheme.

We operate a flexible working policy which includes the potential to work from home for two days per week. We are currently going through a staff consultation on the possibility of moving to a 4-day working week from January 2022 with extended hours Monday to Thursday, to allow staff to use Fridays for work/life balance and focus on personal/professional development.

About UNA-UK

The United Nations Association – UK (UNA-UK) is the only charity in the UK devoted to building support for an effective UN. Through research and analysis, we build understanding of the global system and the risks it must address. By convening experts and practitioners, we help to develop solutions. By engaging politicians and policy-makers, we support implementation. And by galvanising our network of 30,000 members, 100+ local groups and 1,000 global civil society partners we create momentum for change.

As the world continues to grapple with COVID-19, we must ensure that the decisions we take in the coming months and years help, not hinder, our vision of a safer, fairer and more sustainable world. Over the next three years, we will play our part through three programmes:

- **The future we want** – through outreach and communications, we engage and empower people in the UK and beyond to build a better future for all
- **The UN we need** – through research and campaigns, we generate momentum to make our global institutions more able to achieve this vision, and more open, inclusive and accountable
- **The UK's role** – through advocacy and engagement, we encourage our country to lead by example, making the case for global solidarity and cooperation, at home and abroad

About the post

We are looking for a creative and tech-savvy Senior Communications Officer to manage our communications pipeline and transform our digital offer, including by developing and managing our website and social media. As we enter a new era amidst the pandemic, with new leadership and sufficient funds to invest in communications, this is an exciting opportunity to transform our storytelling and help us become an innovator in the sector. The postholder will report to the Head of Policy and work across the team.

Key objectives

- To refresh the organisation's communications strategy, finding new ways to tell our story
- To oversee the transition to a new online presence, including a new website
- To craft and edit digital content and campaigns, and manage the daily communications workflow
- To inspire our members, groups and civil society partners to contribute to our campaigns
- To ensure that our policy and campaigning work has a strong communications element
- To support the reach and impact of digital events

Key tasks

- Coordinate the development of a new communications strategy for the organisation that reflects our current strategic plan and the vision of our new Chair and CEO
- Work with policy and campaign staff to craft key messages for the organisation, and ensure our work has a strong communications element that inspires people to take action and donate
- Update and develop our house style and branding, as well as metrics to support reporting on communications through our Transformational Index

- Transform our online presence, including by integrating our growing digital publications and events offer, social media channels and multimedia portfolio into a strong, user-friendly and interactive portal that provides self-service functions for our members, UNA groups and civil society partners
- Manage the organisation's website transformation, including maintenance and build contracting; design and development; community engagement; and impact reporting
- Manage the day-to-day website workflow, including by creating and editing content
- Oversee our social media channels and digital PR tools, curating content for socials and mailers
- Support the development of multimedia outputs, including digital branding and materials, maintain and manage relationships with contractors

PERSON SPECIFICATION	Essential	Desirable
Knowledge and skills		
Exceptional written and verbal communications skills (English)	✓	
Excellent IT skills, including web, social and multimedia software	✓	
Knowledge of communications strategy and development, especially digital	✓	
Understanding of the United Nations and its work		✓
Experience		
At least 3 years' experience of progressively responsible communications work	✓	
Experience of website management and development, including CMS	✓	
Experience of social media management and development, including digital campaigns	✓	
Experience of writing and editing, including on digital platforms	✓	
Experience with Google Analytics, mailing apps and relational databases		✓
Experience of managing relationships with external contractors		✓
Experiencing of managing staff and/or volunteers, and external contractors		✓
Experience of digital fundraising and/or campaigning		✓
Personal Attributes		
Empathy with the vision and values of UNA-UK	✓	
Ability to prioritise, multitask and turn around high-quality work under pressure	✓	
Self-starter and team player, comfortable working alone and with others	✓	
Willingness to work occasional evenings and weekends with time off in lieu	✓	
Creativity and flair for branding and design	✓	