

## Job description

### ADVOCACY AND COMMUNICATIONS MANAGER

(Reference: [21/HQ/A&CM](#))

#### BACKGROUND ON IMPACT AND REACH

REACH was born in 2010 as a joint initiative of two International NGOs ([IMPACT Initiatives](#) and [ACTED](#)) and the United Nations Operational Satellite Applications Programme ([UNOSAT](#)). REACH's **purpose** is to promote and facilitate the development of information products that enhance the humanitarian community's decision making and planning capacity for emergency, reconstruction and development contexts. REACH facilitates information management for aid actors through three complementary services: (a) need and situation assessments facilitated by REACH teams; (b) situation analysis using satellite imagery; (c) provision of related database and (web)-mapping facilities and expertise.

IMPACT Initiatives is a humanitarian NGO, based in Geneva, Switzerland. The organisation manages several initiatives, including the REACH Initiative. The IMPACT team comprises specialists in data collection, management and analysis and GIS. IMPACT was launched at the initiative of ACTED, an international NGO whose headquarter is based in Paris and is present in thirty countries. The two organizations have a strong complementarity formalized in a global partnership, enabling IMPACT to benefit from ACTED's operational support on its fields of intervention.

**We are currently looking for an Advocacy and Communications Manager to support our IMPACT Initiatives team in Geneva.**

**Department:** Research  
**Position:** Advocacy and Communications Manager  
**Contract duration:** Open Ended  
**Location:** Geneva, Switzerland  
**Starting Date:** ASAP

#### POSITION PROFILE

Under the supervision of the Director of Research and Advocacy (DED), IMPACT's Advocacy and Communications Manager has the overall responsibility for IMPACT's advocacy and influencing, external communications, and dissemination, and provides support to the Director of Research and Advocacy (DED) on strategic development of advocacy and communications, including partnership building, for the organisation.

#### FUNCTIONS

##### 1. Advocacy, Influencing, and Strategic partnerships

In coordination with the DED, engage with relevant humanitarian (and other) stakeholders to (1) increase the knowledge and use of IMPACT research outputs on a given crisis or cross-crisis comparison, in order to inform (a) their understanding of a given (or multiple) crises; (b) the humanitarian response / operations in these crises; and (c) cross-crisis comparison to inform global prioritization efforts; and (d) overall humanitarian policies and areas of focus, as well as oversee the dissemination of all products

released by IMPACT (including REACH and AGORA products) at both global and field level. Tasks are including but not limited to the following:

### **Advocacy Management and Partnership-Building**

- I. Under the supervision of the DED, develop and implement IMPACT's global Advocacy and Communications strategy and coordinate any global advocacy initiatives;
- II. Represent IMPACT in specific fora and advocacy networks and within the broader humanitarian community, in close coordination with the DED;
- III. Work closely with the DED to scope new partnerships and alliances to influence on key humanitarian issues at stake regionally, globally, or linked to a specific crisis. Build and maintain relationships with diverse organisations and individuals to develop networks and increase collective impact. In particular, liaise with global coordination bodies such as ICVA and InterAction, academic institutions, think tanks, and policy/research bodies as relevant and required;
- IV. In coordination with the DED and ED, identify opportunities to influence system wide humanitarian policy issues in support of more effective humanitarian assistance and interventions, in line with the Grand Bargain 2.0 and other global policy frameworks;
- V. Provide the SMT with analysis on humanitarian trends, identifying areas of potential interest for strategic engagement, advocacy, and partnership-building.

### **External representation and influencing**

In coordination with the DED, ensure IMPACT's external profile is raised and become the go-to actor for humanitarian professionals (and if possible general audience) to better understand a crisis and the humanitarian response that may be required:

- I. Identify flagship research within REACH, PANDA, and AGORA, and develop and implement specific dissemination strategies (communication campaigns);
- II. Develop / Supervise the development of country specific Briefing notes / Press Kits;
- III. Organise / guide country missions in the organization of briefings on specific products/information to UN Agencies, NGOs, governments and donors and relevant coordination mechanisms;
- IV. Review media engagement strategy and development of media friendly contents "ready-to-be-published";
- V. Ensure IMPACT is strategically participating in / speaking at global events;
- VI. Organise IMPACT's own events /webinars.

## **2. Communications and Media Oversight**

Ensure products are known and used by humanitarian stakeholders and integration of evidence-based decision making in the humanitarian system is advocated for through a variety of diverse communications tools, including but not limited to the following:

### **External communications and dissemination**

#### **I. Ensuring active and timely dissemination of products**

- Produce and share internal and external communications updates, including the media bulletin, newsletter, website articles, press releases and other contents;
- Use social media (Twitter, Facebook and LinkedIn) to effectively promote findings related to IMPACT's research and transmit key messages from its activities;
- Ensure key messages of each product are spelled out and available for advocacy purposes.

#### **II. Strengthen the dissemination efforts of IMPACT Initiatives by:**

- Maintaining and further developing relations with media and global partners (for example: by maintaining and expanding a partner contact lists, sending out regular newsletters, and preparing press releases on flagship reports);
- Managing communication campaigns, including through the development of new channels / formats (webinars, podcasts, video etc);
- Coordinating the writing of academic or media articles on the importance of rigorous data / evidence based decision making are published (by our teams, referring to our work/products, etc);
- Leading the organisation of global events.

#### **III. Improve web presence and tools**

- Regularly update, improve and manage IMPACT's website network, including the Resource centre, in order to effectively promote findings related to IMPACT's research and transmit key messages from its activities;
- Coordinate any new website development (staff consultation, U-X, technicalities etc).

**Visibility and branding:**

- a. Contribute to and facilitate the development and implementation of the IMPACT's Communication and Dissemination strategy (incl. digital media, visibility material etc)
- b. Develop and manage IMPACT, REACH, PANDA and AGORA communication and branding strategies;
- c. Oversee the design/formatting and editing of IMPACT and REACH communications and visibility material, as well as products (graphic charter, brochures, PPT etc)
- d. Develop and maintain an online library of visual material related to communications and branding
- e. Ensure global and field teams implement IMPACT external communication guidelines, including field-level visibility and communication procedures and standards.

**3. Cross-functional role**

- I. Under the supervision of the DED, ensure that Advocacy and Communications initiatives are developed in alignment with IMPACT global strategy, including REACH, AGORA, and PANDA;
- II. Under the supervision of the DED, act as a liaison between the Research department, REACH, and country missions (where relevant) to identify entry points for global advocacy, strategic engagement, influencing initiatives, and developing strategic partnerships, in relation to a given crisis and/or broader cross-crisis comparison;
- III. Boost the integration of advocacy and communications as part of ongoing programmatic and strategic development.

**REQUIREMENTS**

- ❖ 6 years of relevant working experience in a humanitarian setting, ideally across multiple large-scale crises;
- ❖ Thorough understanding of the humanitarian coordination system required, and experience engaging with all parts of the system an asset;
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- ❖ Proven experience conducting evidence-based advocacy to influence humanitarian decision-making in a crisis setting;
- ❖ Proven ability to build strong relationships with and influence decision-makers, including donors and other relevant humanitarian/other actors;
- ❖ Demonstrable understanding of the role of NGOs in influencing change and ability to negotiate and strategise to ensure impact at crisis level;
- ❖ Excellent academic qualifications, including a Master degree in a relevant discipline;
- ❖ Excellent written and spoken English (native);
- ❖ Excellent writing and analytical skills - ability to situate findings within a wider context;
- ❖ Strong working knowledge of Microsoft Office (Word, PowerPoint and Excel) and Adobe Creative Suite (InDesign, Illustrator, Photoshop);
- ❖ Proven experience of copy-writing and editing articles, reports and presentations;
- ❖ Attentive to detail and meticulous
- ❖ Proactive team player with the ability to think and work independently
- ❖ Excellent communicator, who shares ideas and has the ability to engage with a wide range of stakeholders
- ❖ Critical and strategic thinker, who identifies problems and proposes solutions
- ❖ Ability to work in a dynamic, multicultural environment, to work under stress and to meet deadlines
- ❖ Fast learner and resourceful individual, able to take on a challenge and try new approaches
- ❖ Solution-oriented, flexible, and open-minded, including ability to operate in a cross-cultural environment required.
- ❖ Commitment to IMPACT's goals, mission, values and approach.

