

Job Description

COMMUNICATIONS SPECIALIST

(Reference: 22 | HQ | Comms01)

ABOUT 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.

OVERVIEW

We are looking for a Communications Specialist to join our team in HQ.

Department:	Communications & Advocacy
Position:	Communications Specialist
Contract duration:	Open ended
Location:	Geneva, Switzerland
Starting Date:	No later than March 2023

IMPACT is seeking to transform and innovate existing external communications tools, approaches, and content, with the ultimate aim of enhancing the reach and impact of our research programmes. Through a new global award, we will be launching the "Translating Data to Action" Community of Practice, where both HQ and country-based staff will be able to collaborate on designing and implementing pilot initiatives that strengthen our communications, dissemination, and advocacy practices. In doing so, we seek to improve how aid actors integrate data and evidence into their planning, programme implementation, and strategic decision-making processes.

This role will take the lead on exploring and identifying industry best practices and relevant innovations in communications and outreach. It will also facilitate the Community of Practice, that will prioritise pilot initiatives that can be applied and sustainably integrated into IMPACT's communications systems. In order to ensure a constant learning loop is maintained, the Communications Specialist will also be responsible for sharing knowledge and lessons learned from pilot and exploratory work, both internally and externally, in an adequate and timely manner.

CORE RESPONSIBILITIES

The IMPACT HQ Communications & Advocacy (C&A) Unit provides cross-cutting support to both IMPACT country offices and HQ-based global programmes teams. The overarching objectives of this team include:

- Amplifying the impact of our work through effective communications, outreach, and dissemination
- Promoting and maintaining a strong brand identity for the organisation
- Increasing the uptake of our research findings among decision-makers and key stakeholders

Responsibilities of C&A team members include:

- Managing the IMPACT website and social media channels
- Maintaining the organisation's visual identity and graphic charter

- Developing global and country-specific communications content
- Coordinating and facilitating IMPACT’s external engagement opportunities
- Developing capacity building tools, templates, guidance, and minimum standards
- Providing direct support to country and global programmes colleagues

Specific responsibilities of the Communications Specialist will include:

- The primary focus of this role will be to **lead** the Translating Data to Action Community of Practice, including oversight of the launch and subsequent facilitation of this group and its work:
 - Preparatory work including market research, literature reviews, and other similar activities to help identify relevant and innovative communications strategies and methods that could be applied to humanitarian research
 - Regular communication and coordination with CoP members, including the organisation of regular meetings and workshops (both remote and face-to-face anticipated in 2023)
 - Developing and maintaining an annual CoP workplan, including adherence to the milestones and deadlines that have been agreed with the donor through our global grant
 - Oversight of the design and implementation of each pilot, including reporting and lessons learned documentation for each CoP pilot – as defined in the grant deliverables
 - Deployments to pilot locations, if deemed necessary
- The Communications Specialist will also be expected to **support** the successful delivery of our team’s core responsibilities including:
 - Content generation – producing timely, relevant, interesting, and attention-grabbing content for our website, newsletters, and social media platforms
 - Capacity building – contributing to the development of the next phase of our global communications & dissemination toolkit
 - Branding – participating in discussions and decision-making around the evolution of IMPACT’s brand identity, with the aim of streamlining and improving how we present what we do and how we work
 - Website – participate in discussions and decision-making around a planned website redesign and upgrade process that will launch in 2023
 - Market research – reviewing available communications platforms, applications, and tools that can enhance engagement with our target audiences, including engagement analytics
- On an **ad hoc** basis, depending on existing priorities, workload, and availability, the Communications Specialist may be asked to support with coordination of IMPACT participation in external conferences and events and/or representing IMPACT at these events.

REQUIREMENTS

- Excellent academic qualifications, preferably including a master’s degree in a relevant discipline such as communications, journalism, or marketing
- At least 5 years of relevant work experience in a communications or advocacy role
- Exposure to the humanitarian or development sectors, including field-based roles or deployments
 - Preferably, direct experience in a communications, advocacy, or external engagement role within the humanitarian or development sectors
 - Experience communicating on/disseminating research products or findings an asset
- Solid understanding of writing fundamentals and demonstrated experience in producing clear, concise, and persuasive written content
- Demonstrated experience working with communications technology, digital communications tools, and social media platforms
 - Adobe Creative Suite, WordPress an asset
- Fluency in English (oral and written)
 - Fluency in a second language, in particular written/oral French, is an asset

- Ability to work independently, with initiative, while taking a proactive, solutions-oriented approach
- Ability to function effectively within a team in dynamic, multi-cultural settings
- Attention to detail and commitment to producing high quality work
- Openness to feedback and willingness to learn
- Ability to manage time effectively