

Senior Communications Officer



CBM Global

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CBM Global Disability Inclusion Vereniging - Dutch Chamber of
Commerce No. 75787032

CBM Global Disability Inclusion GmbH - Amtsgericht Darmstadt HRB
100174

CBM Global

While the world has been making progress in tackling poverty, people with disabilities are being left behind. CBM Global works alongside people with disabilities in the world's poorest places to fight poverty and exclusion and transform lives. Driven by Christian values, we seek out and work with the most marginalised in society, irrespective of race, gender or religion, recognising the equal worth of every individual.

Drawing on over 100 years' experience and world-leading expertise in disability-inclusive community development and humanitarian action, inclusive eye health and community mental health, CBM Global works with partners to break the cycle of poverty and disability and build inclusive communities. Our programmes across Africa, Asia and Latin America are developed and delivered with local partner organisations to ensure long-term transformation and accountability in communities we serve. We're deeply committed to the principle of "nothing about us without us", and we therefore work closely with and support organisations of people with disabilities.

CBM Global is made up of CBM Australia, CBM Ireland, CBM Kenya, CBM New Zealand, CBM Switzerland, and CBM UK with programmes worldwide and Country Offices in Philippines, Bangladesh, Laos, Nepal, Indonesia, Kenya, Zimbabwe, Burkina, Nigeria, Madagascar and Bolivia. CBM Global works in over 20 countries, maximising our impact through long-term, authentic partnership and a coordinated mix of inclusive community-based programmes, local to global advocacy and delivering inclusion advice to other organisations.

We draw on learning and evidence from our community work to inform our advocacy hand-in-hand with the Disability Movement at local, national and international levels, including with the UN, to achieve systemic change for people with disabilities. We advise governments, UN bodies and other organisations on how to ensure inclusion in their own organisations, policies and programmes to further amplify our impact.

The Role

Reports to:

The Executive Director

Job Overview

This exciting new fixed term, full-time role is primarily focused on delivering co-ordinated internal and external communications across CBM Global. The post-holder is responsible for: implementing and contributing to the development of CBM Global's comms strategy; writing and developing content to amplify CBM Global's brand; effective management and development of internal and external channels of communication; and oversight of content management to grow CBM Global's audience and digital footprint. This is a key post for our strategic ambitions worldwide and will be undertaken in close conjunction with highly-skilled communications, marketing and fundraising teams of CBM Global Member Associations.

Based: The role can be based out of a Member Association office (CBM Australia, CBM Ireland, CBM Kenya, CBM New Zealand, CBM Switzerland, and CBM UK), other countries where CBM Global has a registered presence such as Germany and Belgium, or our Country Offices in the Philippines, Bangladesh, Laos, Nepal, Indonesia, Kenya, Zimbabwe, Burkina, Nigeria, Madagascar and Bolivia.

Hours: Full time (37.5 hours per week). Fixed term contract to 31 December 2021.

Responsibilities and Duties

1. External Communications

- a) Manage and maintain CBM Global's website and social media platforms, promoting CBM Global's strategy, key messages and distinctives, in collaboration with Fundraising & Communications leads across the Member Associations.
- b) Identify writing talent amongst staff, gather, write and align compelling content for websites and social media platforms and opinion pieces for global media, to engage target audiences and increase brand awareness and fundraising potential. Produce publications, film material and other resources.
- c) Coordinate with Fundraising & Communications leads to monitor and report on CBM Global digital and social channels, and third-party media/channel performance. Keep up-to-date with online fundraising and communications developments across the sector to enable CBM Global to continually improve and develop our online activity.
- d) Build strong relationships in media and the sector to enable positive media coverage promoting CBM Global. Identify and prepare talent, writing and distributing media releases and opinion pieces, and pitching interviews and feature stories in coordination with Member Associations.

- e) Refine our crisis communication plan and lead on coordination in times of crisis, offering expertise including co-ordination of donor-focused external statements.

2. Internal Communications

- a) Develop and maintain internal communications channels in line with the CBM Global communications strategy: intranet, email bulletins, webinars, videos etc.
- b) Lead on establishing an intranet suitable to CBM Global's requirements. Facilitate staff consultation and input into internal communications, ensuring staff are informed and engaged using channels and content in accordance with their preferences.
- c) Foster strong links with technical and country teams to assist proactive sourcing of news and organisational stories.
- d) Oversee use of brand presentation internally and supporting staff to ensure strong and consistent communications.
- e) Oversee coordinated content management of the media database, facilitating CBM Global staff to access content to achieve fundraising & communications objectives.

3. Strategic

- a) Work with the Executive Director and Fundraising & Communications leads across the Member Associations to develop and implement a CBM Global communications strategy.
- b) Coordination of major work defining and positioning the CBM Global brand in conjunction with Fundraising & Communications leads.

4. Other

- a) Be an outstanding advocate for CBM Global, delivering strong communications in line with the vision, mission and values.
- b) Play an active role in the CBM Global Secretariat, embracing positive working, innovation and seeking to improve working practice.
- c) Develop and report on external and internal key performance indicators, milestones and targets to facilitate informed decisions and improved working practice.
- d) Plan and manage communications budgets to ensure funds are used to maximum effect.
- e) Other duties as required by the Executive Director.
- f) Occasional out of normal office working hours.

Key Outcomes expected from this role

- a. Powerful stories written, produced and distributed to amplify CBM Global's brand, its leading staff, policies, programmes and impact.
- b. Clear strategic leadership in external and internal communications
- c. Strong performance and effective management of communications channels

- d. Strong relationships and coordination with Fundraising & Communications leads across the Federation

Person Specification

All of the following requirements are essential, unless marked with a * when they are desirable, and will be assessed from a combination of information provided from the application form and interview process.

Experience and knowledge

- Experience in a comms/media function delivering successful impactful communications with limited resources
- Successful use of social media and websites for fundraising and to enhance brand and communications
- Strong analytical and technical knowledge of digital and social channel performance and SEO.
- Understanding of a wide range of effective communication tools and techniques
- Demonstrable experience securing media coverage
- Understanding of organisational and reputational risk in relation to media work and social media, and of crisis management.
- Experience reporting against plans and working within budget
- Knowledge of disability issues and experience of working in a developing country and/or in the development sector *

Skills/competencies/personal qualities

- Outstanding written and verbal communications. Ability to write compelling and inspirational content for a variety of purposes. Excellent English language skills
- Confident, persuasive and friendly manner, able to build strong relationships and network. Able to act with tact and diplomacy. A people person
- Excellent organisational skills, ability to prioritise and manage a busy and varied workload
- Strong IT skills, familiar with using a wide range of digital tools, software packages etc. and quick to learn to use new tools
- Willing and able to travel

- Passionate about effecting change at a global level for and alongside people with disabilities and their communities, with a deep commitment to the vision of CBM Global and sympathetic to our Christian values

Qualifications, training, and education

- Educated to degree level or above
- Professional communications diploma level qualification (e.g. CIPR) or in International Development is desirable

Employee Benefits

- Competitive annual leave (including public holidays)
- CBM Global places an emphasis on professional development and training for its employees in order to support them to fulfil their roles and encourage personal development.
- Salaries are regularly reviewed to attract, develop, motivate and retain the appropriate caliber of employees
- We offer family-friendly benefits for staff members – flexible working, homeworking, maternity/paternity/adoption and parental leave policy
- CBM Global offers a competitive pension scheme.
- As part of its commitment to its work with people with disabilities, CBM Global aims to help successfully employ and retain people with disabilities and those with health conditions. We have a comprehensive equality and diversity policy.

Useful Information



Shortlisting and Interviews

CBM Global is an equal opportunities employer and we are committed to ensuring all applications are treated fairly.

All applications are subject to our shortlisting process; if you are shortlisted we will contact you and invite you to attend an interview. You will also be advised at this point if there will be any skills tasks to complete as part of the recruitment process.

Diversity Policy Statement

Everyone has the right to be treated with consideration and respect. CBM Global is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual. CBM Global aims to ensure that all staff, volunteers, donors, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender re-assignment, marital or civil partnership status, race (including colour, nationality, ethnicity, or national origin), disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

Employment Checks

CBM Global is committed to the safety and best interest of all children and vulnerable adults accessing CBM Global supported services and programmes. Relevant background checks including working with children, police and reference checks will be completed prior to the preferred candidate's employment being confirmed.

All applicants must have the right to work in the relevant country. All offers of employment are made subject to the following criteria: Proof of eligibility and satisfactory employment screening, and three references satisfactory to CBM Global.

How to apply

Closing date: Monday 2 November at 09:00

Your letter of interest and CV should be emailed in English to recruitment@cbmuk.org.uk.

Alternatively, you can post your application to:

HR/Office Manager
CBM
Munro House
20 Mercers Row
Cambridge
UK
CB5 8HY