



**Evidence.
Ideas.
Change.**

Application pack

Communications Officer (Digital lead)

Ref.: ALNAP/01/19

Location: London

Closing date: Tuesday, 28 May 2019

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ODI is an equal opportunities employer.

The Overseas Development Institute is a Charitable Company limited by guarantee:
Charity No: 228248. Registered in England and Wales: Company No: 661818.

Candidates are strongly advised to study ODI's activities and objectives before completing an application form. Further information can be found on odi.org.

An introduction to ODI

Who we are

ODI is an independent, global think tank, working for a sustainable and peaceful world in which every person thrives. We harness the power of **evidence** and **ideas** through research and partnership to confront challenges, develop solutions and create **change**.

ODI has around 240 staff, two-thirds of whom are researchers with the remainder providing a range of communications and professional expertise.

What we do

- We undertake cutting-edge research and analysis to generate evidence, ideas and solutions.
- We act as trusted, expert advisers to those making change around the world.
- We bring people together to turn ideas into action.
- We communicate our work around the world to increase its reach and impact.

Our guiding principles



We are **independent** and trusted: established in 1960, ODI is non-partisan, non-profit and evidence-driven. Our independence is the cornerstone of our credibility. It allows us to develop fresh ideas, challenge orthodoxies and take the risks we need to succeed.



At a time when the world is faced with complex dilemmas, **innovation** will be essential to finding, testing and scaling bold ideas and solutions. We will be increasingly innovative in the ways in which we bring people together, communicate ideas and increase our influence.



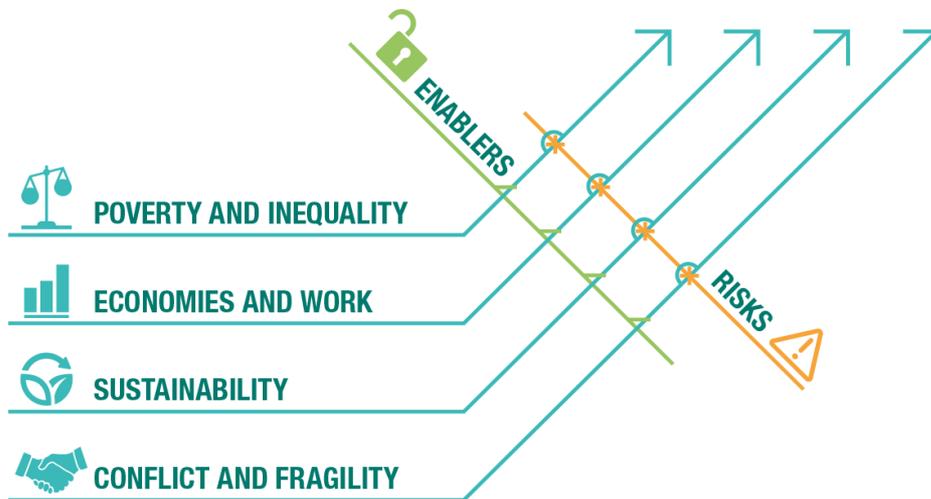
We are a **global** organisation, with staff, partners and ODI fellows in 50 countries around the world. The changes we seek require local knowledge, new relationships and perspectives, and credibility with decision-makers at both the national and international levels. We will therefore strive to broaden where we work in the world, as well deepen and strengthen our links with who we work with, especially at country level.



ODI exists to have real **impact** for those who need it most. This is at the centre of our thinking about what to do, where to go and how we measure our success.

Our work

Our work addresses four key global challenges, and explores the tools and approaches needed to enable progress and address risks.



Our values



Independence

Our work is independent from our funders. Staff are able to challenge donor thinking and policy and the wider development consensus.



High quality

We ensure best practice, innovative approaches and continuous improvement in our research, policy advice and public affairs.



Fairness, diversity and equality

We treat all staff and partners fairly and with respect.



Working together

We continuously try to foster better relationships throughout the organisation. We believe that by working together in a supportive environment, we will achieve more and have greater impact.



Transparency and accountability

We report openly on our use of public funds, and fully communicate our work to our donors, research subjects and partners.



Sustainability

We use resources in a sustainable way, conscious of our impact on the environment.

Job description

Job Title:	Communications Officer (digital lead)
Grade:	3
Programme/Department:	ALNAP
Responsible to:	Communications Manager
Responsible for:	N/A

Purpose of job

To increase the impact of ALNAP's research on humanitarian policy and practice; encourage communication within the ALNAP Network; oversee ALNAP's knowledge management function and develop ALNAP and ODI's reputation and image through efficient and effective external and internal communication, with a focus on delivery of high quality digital outputs (50% of time) as well as general communications tasks.

Main duties and responsibilities

Digital communications lead (50%)

- Create and update SEO-friendly website content for alnap.org and sohs.alnap.org, including topic pages, blogs and multimedia, using ALNAP's content management system (Drupal)
- Lead on the management of the ALNAP website and liaise with external agencies on website development, security and hosting
- Manage ALNAP's Twitter/Facebook/LinkedIn accounts, including posting content, monitoring conversations and engaging with followers
- Source images for communications use, handling permissions and copyright
- Support in the coordination and development of timely, relevant blogs for publication on alnap.org or influential external platforms
- Support researchers to develop their social media profiles on Twitter and LinkedIn
- Liaise with the ALNAP Communications, wider Secretariat team and ALNAP Network to plan the dissemination and promotion of content online
- Commission infographics and data visualisations as necessary.
- Commission filming/recording of multimedia products such as short videos or podcasts and animations.
- Using Google Analytics and other tools, report on performance of ALNAP digital products.
- Draft, lay out and send ALNAP's email newsletters, and maintain subscriber lists, via Mailchimp and CiviCRM.
- Coordinate the updating and improvement of ALNAP's HELP Library, the biggest repository of resources on humanitarian evaluation, learning and performance.
- Housekeeping of ALNAP's digital systems, including documentation, bulk updates or entry tasks as needed.

General communications duties (50%)

- Working with other ALNAP staff to identify and conduct communications activities which allow ALNAP to enhance: the impact of research on policy and practice; Network Member interactions; and ALNAP's reputation, profile and image. The communications officer will support on the shaping of content of some of ALNAP's workstreams to this extent.

- Support **publications** planning and production, including: commissioning copyediting, layout and design work; liaising with external suppliers; coordinating with central publications team; and adhering to institutional brand and style guidelines.
- Support the organisation of **events**, including: marketing, set-up, and logistics; preparation of presentations and briefing notes; coordinating with central events team; and adhering to institutional guidelines.
- **Monitor and log impact** of communications activities and implement learnings.
- **Create and maintain production schedules** around communications activities.
- **Participate in cluster meetings and communications meetings** to promote effective coordination and information-sharing around upcoming work.
- **Input ideas** to the cluster strategic communications plan.
- Carry out other tasks as specified by ALNAP's Communications Manager.

Person Specification

Essential:

- Digital communications skills and experience, including: content creation; website management; email marketing; strategic use of social media; analytics, multimedia; and SEO.
- Excellent writing skills, and the ability to summarise research information in clear, web-friendly, non-specialist language
- Good knowledge of social media, digital platforms and web content best practice
- Ability to work collegially with researchers, helping to shape research communications for target audiences
- Strong IT skills; ability to learn new software and systems quickly.
- Working knowledge of Adobe Creative Cloud (especially Illustrator and InDesign)
- Strong attention to detail
- Self-starter – ability to generate plans and ideas and carry them through to completion
- Excellent interpersonal skills including the ability to liaise and communicate with colleagues at all levels of seniority and from different cultures
- Excellent organisational and prioritisation skills
- Ability to work to strict deadlines and under pressure
- Ability to work on own initiative and as part of a team
- Experience of managing relationships with external agencies and freelancers
- Ability to quickly pick up new softwares and tools; willingness to learn new skills

Desirable:

Basic video production experience.

Working knowledge of Adobe Premiere and After Effects

Interest and experience in humanitarian issues

- Experience in research communications
- Other languages

Key relationships and contacts

ALNAP Secretariat team:

- Communications manager and communications officer (publications lead)

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- Research fellows and senior research officers
 - Partnerships and Operations Manager and Programme Manager
 - Director

ALNAP Membership:

- Donors
- UN
- Red Cross/Red Crescent Movement
- Academics
- Consultants
- International and National NGOs

CREN Cluster:

- Senior Communications officer
- Communications manager
- Researchers
- Heads of programmes
- Managing director

Central communications

- Digital manager
- Senior digital officer
- Designer
- Other central communications staff

All staff are expected to:

- Positively support equality of opportunity both within ODI and externally
- Help maintain a safe working environment and take responsibility for own and colleagues' Health and Safety
- Undertake such other duties within the scope of their post as may be requested by their Manager

Application process

ODI job site: <https://jobs.odi.org.uk>

Closing date: The closing date for receipt of applications is midnight, UK time, on: **Tuesday, 28 May 2019**

Expenses: It is our policy to only support the travel expenses to attend an interview for those who are travelling from outside the UK. Please contact the HR Department to discuss this and to ensure their approval prior to booking.

Terms of employment

Location: ODI is based at 203 Blackfriars Road, London SE1 8NJ, UK

Salary: £28,492 - £33,987 per annum on ODI's pay structure. Starting salary will be dependent on qualifications and experience, and subject to review.

Salary will be payable by equal monthly instalments (half in advance, half in arrears) on the 15th day of each month.

Hours: 09:30–17:30, Monday to Friday, 35 hours per week.

Contract: Fixed-term All contracts of employment are subject to a three-month probationary period.

Leave: 25 days per annum, plus statutory holidays and 3 days' paid leave for the office closure during the Christmas and New Year period. Maternity, paternity, adoption and parental leave. Full-pay sick leave after a qualifying period.

Pension: The Institute offers a contributory pension scheme with the Superannuation Arrangements of the University of London (SAUL). www.saul.org.uk

Union: ODI recognises UNITE and all staff have the right to become members.

Additional benefits

Loans: The Institute offers an interest-free season ticket loan on completion of probationary period.

Cycle to Work Scheme: Save up to 42% on the value of a bike and accessories for commuting, and pay monthly through your salary.

Employee assistance programme: Confidential Health and wellbeing support.

Flexible working options: Support in maintaining a healthy work-life balance.

Maternity, paternity and adoption leave: Enhanced pay for eligible employees after a qualifying period.

Relocation: Assistance is available towards employees who have been recruited from a place outside the UK.

Other information

ODI is based at: 203 Blackfriars Road, London, SE1 8NJ.

Our offices are close to a wide range of cafes and bars, and to Waterloo, Waterloo East and Southwark stations. There are good transport connections to all parts of London.

ODI is within easy walking distance of South Bank Concert Halls, the Old Vic and National Theatres.

Please note ODI can only sponsor (senior) positions requiring a PhD, or where there is a shortage of applications. We are obliged to give priority to those who do not need sponsorship when offering a job.



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