

BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION

JOB TITLE:	Communications Officer
DIVISION/DEPARTMENT:	Global Communications
LOCATION:	Cambridge

1. OVERALL PURPOSE OF JOB

To engage BirdLife’s external audiences through the sourcing, writing and editing of mostly long-form (i.e. not social media) powerful stories and content, developing its appeal, primarily for its website, Magazine, and other publications including the Annual Report.

2. WORK RELATIONSHIPS

REPORTING TO (LINE MANAGER):
Global Director of Communications
REPORTING TO JOB HOLDER (LINE MANAGED STAFF):
None
PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT
<ul style="list-style-type: none"> • Communications, Fundraising, Science, Policy and Information Management Divisions, PCCD, Conservation. • Regional teams, particularly communications staff
PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK
<ul style="list-style-type: none"> • BirdLife partner communications and policy officers for the sourcing and promotion of their stories
PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES:
<ul style="list-style-type: none"> • Management of the relationship with and responsibilities to Bird Conservation International, BirdLife’s peer-reviewed scholarly journal.

3. KEY WORKING RELATIONSHIPS

Contact	Level (1-3)	Contact	Level (1-3)	Contact	Level (1-3)
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BirdLife Network Organisation Staff	2	General Public	3	Institutional policy makers /Politicians/ Corporations	2
BirdLife Advisory Groups, Committees, Reg. Councils	0	Press & Media	2	Institutional Funders	1
BirdLife Global Council	0	Regulators/Legislators/Auditors	0	Individual donors/ members	1
Suppliers/Service Providers	2	Scientific Community	2	Royalty/VIPs/High worth Individuals	0
Level of Contact 1.= General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative. 2.= Presenting/Representing/Reporting "Relationship management". Frequent exposure representing BirdLife. Maintaining individual contacts. Frequently managing information flow. 3.= Justifying/Negotiating - "Influencing decision makers". Frequent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications.					

4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

By main work area:
<ol style="list-style-type: none"> 1. Develop and maintain relationships with BirdLife’s science, policy and conservation colleagues as well as global partner communications officers to properly source diverse stories of conservation successes and challenges, discoveries and developments, which will highlight the global BirdLife brand in accessible and popularized language, while maintaining scientific accuracy and credibility. 2. Support the BirdLife International website, including commissioning and/or producing new multimedia content and campaign-specific websites or web pages, as well as on-going news and feature stories. 3. Maintain an awareness of bird and nature/climate stories, always looking for the touchpoint with BirdLife’s work, strategy and brand 4. Develop and deliver Facebook and Linked-In content 5. Provide creative, editorial and operational support for diverse communications projects and events, in cooperation with relevant colleagues in BirdLife International. Support the development of digital comms and content packages and toolkits for global partner use around given campaigns as appropriate. 6. Support the managing and deputy editors of the magazine to source, write, edit and proof articles and features for the quarterly magazine 7. Collaborate on a Search Engine Optimization strategy working closely with the digital team 8. Work collaboratively with Fundraising staff to support digital and other fundraising efforts 9. Contribute content and other support for the external newsletter, as well as press releases, BirdLife publications and projects including the Red List, State of the World’s Birds etc. 10. Improve the digital user experience working with the web and digital officers 11. As part of the BirdLife team, support the Head of Communications with any other communications projects and activities and perform other duties and tasks as required, consistent with the skills and expertise of the post holder, in non-routine circumstances

5. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES

RESPONSIBILITY AREA	LEVEL OF AUTHORITY
Financial/Budgetary	None

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Contracts – Funders	None
Contracts – Staff/Consultants	None
Contracts – Service providers	None
Legal Responsibility	None
Other	

6. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
Minimum General Education	University Degree level or equivalent experience desirable.
Job Specific Knowledge and Education/ Qualification	A passion for using storytelling to urgently fight the global biodiversity/nature and climate crises. A degree or other qualification in any appropriate discipline related to communications, writing and/or marketing.
Job Specific Knowledge	Good knowledge of environmental topics.
Experience	<p>Experience in crafting concise narratives, with demonstrated success, preferably in either the commercial or not-for-profit sector.</p> <p>Proven ability to write and deliver effective, audience-focused communications and campaigns.</p> <p>Familiarity with birds, science, conservation and the environment highly desirable. In their absence, a passion to learn quickly and embrace the accuracy and precision those topics require.</p>
Management & organisational skills	Good organisational and planning skills and an ability to adhere to deadlines. A self-starter capable of hearing and incorporating management guidance and priorities in one’s own initiatives with the confidence and imagination to propose alternatives and solutions

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Communications skills	<p>Excellent presentation and facilitation skills. Good written and oral communication skills with the ability to understand complex policy and scientific issues and to articulate these in a simple, catchy way including using storytelling, case studies, illustrations, infographics, videos and social media. A passion for language that engages.</p> <p>Good interpersonal, networking and team working skills with the enthusiasm and ability to collaborate with, motivate and advise others (colleagues, BirdLife Partners and allies, stakeholders).</p> <p>The ability to turn around quality written content reasonably rapidly, having vetted facts, grammar and tone.</p> <p>A knowledge of Wordpress is desirable.</p> <p>Design skills desirable. InDesign, Canva and Adobe suite skills especially</p>
Creativity & Initiative	<p>Ability to solve problems, to identify emerging issues, and to spot linkages and opportunities for synergies. Capacity to propose and integrate new ideas and approaches.</p>
Computer Literacy	<p>Excellent computer skills.</p>
Languages	<p>Fluency in oral and written English to a native level. Fluency in a second language, especially Spanish and French, desirable.</p>
Travel requirements	<p>Rare international travel.</p>
OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES	
<p>Team player with interest in and commitment to the environment, nature conservation, local communities and civil society. An awareness of the scale of the planet's existential crises and passionate energy to contribute to working for the societal changes needed to address them.</p>	
Prepared by:	Date:
Christopher Sands	January 2022