

Terms of Reference

ADVOCACY AND COMMUNICATIONS MANAGER

(Reference: 23|HQ|ACM01)

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 in its fields of intervention.

OVERVIEW

We are looking for a Communications & Advocacy Manager to join our team in HQ.

Department:	Communications & Advocacy Unit
Position:	Communications & Advocacy manager
Contract duration:	Open-ended
Location:	Geneva, Switzerland
Starting Date:	October 2023

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:

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

Responsibilities of the C&A Unit include:

- Promotion of the IMPACT brand, including those of its initiatives
 - Maintaining the organisation's visual identity (graphic charter, logos, product templates)
 - Online presence (social media identity and upcoming website redesign)
 - Events (identifying opportunities, planning and coordination, representation)
- Management of external digital communications, including content curation, creation, and dissemination via global mailing lists.
 - Website (blog posts, threads, and other content)
 - Social media accounts (currently LinkedIn, Twitter, and Facebook)

- Global newsletters (IMPACT quarterly newsletter and REACH monthly bulletin)
- Ad hoc global communications products (articles, blogs, op-eds)
- Development of standards and tools to strengthen the capacities of relevant IMPACT staff to develop more engaging communications content and clearer, more targeted messages.
 - Global toolkits for comms & dissemination and advocacy
 - Tutorials on key software or applications (InDesign, Sendinblue)
 - Community of Practice workshops
 - Training modules and “skill bites” webinars
 - Direct support in producing comms or advocacy products
- Supporting IMPACT staff in identifying meaningful opportunities for external engagement and building strategic relationships that bolster IMPACT’s legitimacy and influence.
 - Monitoring relevant external engagement opportunities and linking with correct focal point
 - Organisation-level knowledge management and information sharing
 - Coordination of global advocacy agenda based on programmatic strategies and priorities
 - Direct engagement with external stakeholders on relevant cross-organisational topics

RESPONSIBILITIES

Under supervision and line management of IMPACT’s Deputy Executive Director (DED), the C&A Manager will be responsible for the following:

1. **Strategic planning and development: The C&A Manager will oversee the implementation of the organisational communications and advocacy strategy.**
 - a. Monitor workplans and KPIs for achieving each outcome and milestone
 - b. Coordinate the implementation of cross-cutting strategy components with relevant departments and focal points
 - c. Plan and develop new strategy components and sub-components, and review existing components, including development of all key related documentation
 - d. Provide regular updates on strategic planning and implementation processes to IMPACT Senior Management
 - e. Participate as a member of the extended Senior Management Team (SMT) to engage on organisational strategy discussions, review, and decision-making
2. **Coordination and oversight of global communications content, channels, and tools.**
 - a. Ensure active and timely dissemination of core global external comms products through our key channels:
 - i. IMPACT Quarterly News
 - ii. REACH Monthly Bulletin
 - iii. Website articles and crisis-specific or thematic threads
 - iv. Social media posts (LinkedIn, Twitter, Facebook)
 - b. Ensure global comms content is engaging and relevant, reflects the key messages and advocacy priorities of country and global programmatic teams, and is produced to a high-quality standard.
 - c. Review global comms products and content to ensure alignment with internal minimum standards, clarity, alignment with tone and editorial line, as well as proofreading errors
 - d. Directly produce global communications products as needed and on an ad hoc basis (e.g. for high visibility or potentially sensitive content, in the event of capacity gaps in the team)
 - e. Support in rolling out final stages of the website redesign process, as well as continuing maintenance or overseeing future updates to the website as required

- f. Develop and manage IMPACT visual identity, including visibility and branding, graphic charter, promotional materials (brochures, posters), etc.
 - g. Identify and pilot new communications approaches, including testing new formats and channels for external communications
- 3. Development and implementation of comms and advocacy capacity building and training materials, including toolkits, webinars, and other formats as identified.**
- a. Monitor and coordinate the development of key global guidance and training materials, including directly producing key elements outlined in the capacity building sub-strategy
 - b. Facilitate the rollout and integration of capacity building content through effective internal communications and change management strategies
 - c. Monitor uptake and compliance with key minimum standards and policies, as well as promote further uptake of best practices and guidance
 - d. Review of comms and advocacy products produced by country or global programmatic teams – including but not limited to advocacy briefs, advocacy notes, external blogs or op-eds, website articles – to ensure alignment with internal minimum standards, clarity, alignment with tone and editorial line, as well as proofreading errors
- 4. Coordination and oversight of media engagement (with oversight from and in close coordination with the DED).**
- a. Develop and implement a media engagement action plan for 2024-2025
 - b. Maintain and further develop relations with targeted media outlets and individual journalists, including through facilitating bilateral briefings, maintaining media contact lists, and preparing press releases as needed
 - c. Review media requests and conduct risk analysis to determine level and approach for engagement, in consultation with relevant country team and/or HQ country and global programmes departments
- 5. Cross-organisational facilitation and support on key cross-cutting C&A activities**
- a. Boost the integration of advocacy and communications as part of ongoing programmatic and strategic development, among both country and HQ teams
 - b. Provide guidance, advice, and review on developing advocacy and communication strategies, stakeholder analysis, dissemination plans, and other planning tools
 - c. Act as a liaison between Research, Global Programmes, Country Programmes, and country missions (where relevant) to identify entry points for global advocacy, strategic engagement, influencing initiatives, and developing advocacy partnerships
 - d. Facilitate the participation of IMPACT in key global events and fora
 - e. Direct support on producing advocacy products, depending on urgency, priority level, and capacity of the programmatic team
 - f. Support the Executive Direction in preparing for advocacy trips or strategic external engagement opportunities, including preparing briefing materials, talking points, etc.
 - g. Represent IMPACT in specific fora and advocacy networks and within the broader humanitarian community, in close coordination with the DED
- 6. Coordination and management of HQ C&A Unit:**
- a. Oversee HQ based team, comprised of two Comms Officers and one Comms Intern
 - b. Set team priorities, monitor and review annual and quarterly workplans, and manage workloads and tasks across the team
 - c. Line management of team members, including HR management and learning and professional development support

- d. Act as C&A Unit focal point for cross-departmental communications and coordination

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, including demonstrable management experience and proven leadership ability
- 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

COMPENSATION AND BENEFITS

- For this position, gross salary between 6'050 CHF and 6'610 CHF monthly (before income tax). *NB - IMPACT salaries are strictly determined by our salary grid depending on the grade of the position and the level of education and experience of staff. A contribution to medical insurance of 450 CHF per month is already included in the salary figure.*
- Insurance covering professional and non-professional accidents throughout the period of employment with IMPACT
- Health insurance, life insurance and repatriation assistance in case of field visits/temporary deployments
- Applicants must hold a valid work permit for Switzerland or be EU/EFTA citizens
- Up to 40% of remote work on a weekly basis