

JOB DESCRIPTION

Job title: Lead, Communications – Sustainable Consumption

Location: Remote working

Managed by: Head of Communications and Membership

Contract: 2 years fixed term

Salary: £33-38k per annum

Deadline: Monday 26 February

Background

Consumers International is the leading global membership organisation bringing together over 200 consumer organisations in more than 100 countries to empower and champion the rights of consumers.

We work with our Members and partners across national borders to address critical, systemic global issues that impact consumers. Representing and empowering consumers, we are their voice in international policy-making forums and the global marketplace to shape a world where everyone has access to fair, safe and sustainable products and services.

Working for Consumers International provides the opportunity to build solutions and partnerships to address the foremost marketplace issues and opportunities at global scale. See [here](#) for our achievements in [2023](#) to date.

Purpose of the role

We are looking for enthusiastic colleague ready to work in a fast-paced organisation who can easily grasp and communicate impact to our different audiences. The Lead, Communications will be a strategic thinker, developing a solid understanding of our audiences to share our story with them. They will be an exceptional writer across different platforms (particularly newsletters, website, socials), and take a core role in planning our strategic communications at our major events throughout the year.

The Lead will also work well across the organisation, to share the impact of our work and have a good visual eye and help to ensure branding consistency across the organisation.

The candidate will demonstrate ambition for, and commitment to, consumer protection and empowerment. The role is currently fixed term with potential to change to a permanent role.

Key Responsibilities

Content creation

- Play a key role in implementing our Communications Strategy with a core focus on our change agenda areas relating to sustainable consumption (food, energy and sustainable information).
- Draft compelling content for our external audiences including blogs, news items, website pages and social media.
- Play a core role in telling impactful stories which share our theory of change and influence new and diverse audiences and funders. Develop processes and templates for the wider team to share content and develop compelling marketing materials with creative flair.
- Take ownership for developing our event calendar throughout the year, well planned in advance and working with the team to prioritise the key opportunities. Lead on content generation for several of these events.
- Be diligent in monitoring results of communications performance, to proactively share outcomes with the team and help to improve outcomes.
- Contribute to our quarterly and bi-monthly newsletter to members and external stakeholders, in collaboration with colleagues in the communications team.
- Work with external suppliers to produce audio-visual pieces that share our story and that of our Members.

Campaign and communications launches

- Lead on the communications plans and strategies for new research, product launches, campaigns and events. Work with the sustainable consumption team to design strategic outlines for their message development and audience mapping.

Relationship Management:

- Effectively engage influential partners and in some instances the media as part of work to ensure content placement across their platforms.
- Develop relationships with our Members to share our story of change and the result of their contribution to our work.

Branding

- Be a brand champion, support pulling out branding inconsistency across the team and misplacement by external stakeholders.

Project management

- Lead major projects such as for a new website and/or platform hub for our Members.

Other

- Develop key tools and processes to help smooth over communications issues such as protocols and be proactive in championing them across the organisation.
- Be willing to undertake other tasks that are reasonably allocated, but are not a part of the regular job description.

Personal Specification

ESSENTIAL REQUIREMENTS	CRITERIA
EXPERIENCE & UNDERSTANDING	<ul style="list-style-type: none"> • Over 5 years' experience in communications or another relevant field • Strong track record of using content to significantly raise the profile of organisations • Understanding of and practical experience in audience and message mapping • Able to develop content for a range of materials – website, social media, marketing materials and audio-visual • A keen interest and experience in using events to raise the profile of organisations. • Experience in developing and implementing strategic communications plans • Excellent brand awareness • Demonstrable experience in using analytical tools to track and improve communications • Experience managing communications issues and crises
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Strong organisation skills and the ability to manage multiple deadlines and co-ordinate effectively across the team • Strong IT skills with excellent use of MS Office and a good grasp of virtual meeting software (e.g. Zoom or Teams). • Excellent spoken and written communication
OTHER ESSENTIAL REQUIREMENTS	<ul style="list-style-type: none"> • Commitment to the aims and objectives of Consumers International • Able to thrive in a multicultural, collaborative and agile environment • Able to quickly adapt and work in a fast-paced work environment • Self-motivated and able to work efficiently in a distributed organisation without close supervision • Experience managing large projects, leading across teams, working with suppliers, and meeting project deadlines. • Outstanding collaborator, with the ability to influence and assert effectively • Comfortable making tough decisions and trade offs • Takes a solutions-first approach, brings answers to issues identified • Comfortable leading meetings across the organisation and with core partners
DESIRABLE REQUIREMENTS	<ul style="list-style-type: none"> • An understanding of the consumer rights movement • Background in working on sustainable consumption issues (food, energy, and/or sustainable information) • Using communications to attract new support and funding • Second language would be an asset (French, Spanish or Arabic) • Good grasp of Salesforce and project management tools (e.g. Microsoft Projects and/or other online applications) • Line management experience • Budget management experience

Our Values

The Consumers International team strives to live the following values:

Leadership	<ul style="list-style-type: none"> • Making tough trade-offs to ensure we deliver against strategy. • Charting a path forward – listening to other perspectives, while being independent of those perspectives. • Self-starting, motivated to put ourselves in leadership positions and drive forward pieces of work. • Striving to bring others with us – colleagues understand the direction we are taking and our reasoning. Viewpoints are sought at key moments and delivery is orientated around the strategy.
Inclusivity	<ul style="list-style-type: none"> • In delivering our strategy, creating the space to listen and understand views, and diversity of participation and representation.
Caring	<ul style="list-style-type: none"> • Caring about the career development and success of our colleagues and how our team collaborates together. • Caring about the future of consumers and members and achieving impact for them through our strategy and change agenda.
Innovation	<ul style="list-style-type: none"> • Pursuing new creative ideas that have the potential to change the world.
Agility	<ul style="list-style-type: none"> • Adapting quickly in response to opportunity.
Efficiency	<ul style="list-style-type: none"> • Generating the greatest impact for the least effort. Keeping it simple and systemising for efficiencies.
Excellence	<ul style="list-style-type: none"> • Delivering work to the highest standards with professionalism and integrity. The quality of work is evident to all.
Passion	<ul style="list-style-type: none"> • Passion for a safe, fair, and sustainable marketplace for consumers drives our impact and the achievement of our organisational goals. • Engaging with energy and excitement.

This is a description of the job as it is presently constituted. It is the practice of Consumers International to review job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is the organisation's aim to reach agreement on changes, but if agreement is not possible, Consumers International reserves the right to insist on changes to your job description, after consultation with you.

Employee Benefits:

Employee benefits offered will be in line with the minimum statutory requirements in effect for the regional location that the applicant resides in.

How to apply:

If you are interested in this position, please share your CV and a covering letter combined in one word document (no more than four pages), and two examples of content you have developed with recruitment@consint.org.

Your cover letter should explain clearly how your skills and experience relate to the criteria detailed in the person specification section of this job description.

Deadline for applications: Monday 26 February interviews will be held on a rolling basis.

For any questions relating to the job role, please contact Charlotte Broyd, Head of Communications and Membership: cbroyd@consint.org.

Updated: March 2021

Consumers International is an equal opportunities employer with a policy to ensure that no job applicant or employee should receive less favourable treatment on any grounds not relevant to good employment practice.