



GLOBAL INITIATIVE TO  
**End All Corporal  
Punishment of Children**

**Communications Consultant**

**JOB DESCRIPTION**

Location:	Vauxhall, London and some home working
Contract:	1 Oct 2018 – 31 March 2019 (some flexibility)
Daily rate:	£160 per day, 2-3 days per week (negotiable)
Start date:	1 October 2018

**Purpose of the role**

The Communications Consultant is responsible for maximising the Global Initiative's capacity and network to communicate its message and work effectively, both internally and externally. During the six-month period, the role will primarily focus on:

- Developing GI's communications strategy for the next three years, in particular building on our network of national, regional and international organisations that support universal prohibition of corporal punishment;
- Coordinating the production of a number of key resources to support advocacy; and
- Maintaining and developing GI's regular external communications and related content.

**Responsibilities**

- Lead on the development of GI's communications strategy for the next three years, exploring the possibility and potential impact of new areas of work.
- Lead on the development of new communications activities aimed at expanding GI's digital reach and engagement.
- Build on GI's recently refreshed visual identity to produce key advocacy resources, including our annual global report (December 2018), ensuring they have high impact, raise our profile and build our reach.
- Leading on the development and monitoring of GI's external communications, including supporter recruitment and advocacy campaigns, global newsletters and website content.
- Maintaining GI's social media accounts (Twitter, Facebook, LinkedIn).
- Maintaining GI's graphics and image bank, and creating graphic content as required.
- Monitoring media coverage of corporal punishment and keeping colleagues up to date on relevant developments.
- Contributing to GI's internal communications, including its internal website.

## **Experience and skills**

### ***Essential***

- Experience in communications, including developing and/or implementing a wide-ranging communications strategy.
- Excellent written communication and editing skills, particularly conveying legal or technical information for diverse audiences.
- Ability to produce inspiring and engaging content.
- Experience of design software, such as InDesign and/or Adobe Illustrator, as well as printing and production processes would be an advantage.
- High level of IT competency, including with Wordpress, and database or CRM systems. Experience of SharePoint and/or Salesforce would be an advantage.
- Fluency in English (both oral and written). An additional language would be an advantage.
- Excellent interpersonal skills, with the ability to build strong relationships with a variety of stakeholders across cultures.
- Self-motivated and self-disciplined, with the ability to work with autonomy, meet deadlines and manage competing priorities.
- Ability to collaborate with advocacy and other colleagues to ensure consistent messaging.

### ***Desirable***

- Relevant qualification in communications or another relevant field.
- Experience of working in children's rights or human rights.

### **Attributes**

- Strongly committed to children's rights and the objectives of the organisation.
- Embodies GI's values and demonstrates the highest levels of integrity and ethical behaviour.
- Demonstrates a high level of care and attention to detail; manages resources efficiently and checks work to ensure completeness and accuracy.
- Builds and maintains effective relationships with the team and external colleagues, partners and supporters; values diversity and behaves professionally and appropriately.
- Thinks strategically and is effective at exploring alternatives and positions to reach agreements and solutions that gain support and acceptance.
- Honest and approachable, encourages openness and transparency.

Everyone who works for us is required to undergo a Disclosure and Barring Service (DBS) check.

*The post holder is required to carry out their duties in line with the Global Initiative's policies, set out in the staff handbook, including in particular those related to child safeguarding and data protection. The responsibilities set out above are not exhaustive, and the post holder may be required to carry out additional duties considered reasonable in light of the overall purpose of the role.*

July 2018