

# Islamic Relief Worldwide

## Islamic Relief UK (IRUK)



### HEAD OF COMMUNICATIONS

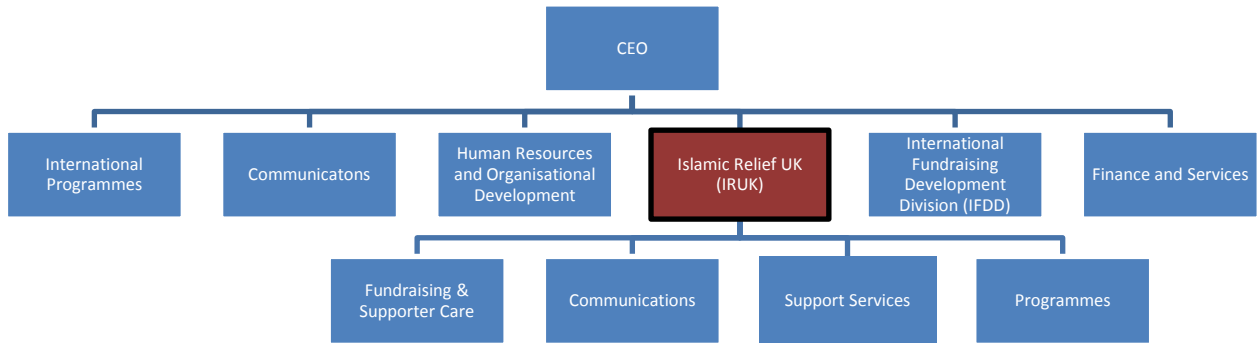
<b>BASE LOCATION:</b>	London, UK
<b>REPORTING TO:</b>	UK Director
<b>SALARY:</b>	£
<b>LINE MANAGEMENT RESPONSIBILITIES:</b>	<p>Marketing Manager            Digital Manager            Media &amp; Advocacy Manager            External Affairs and Campaigns Manager            Communications Support Officer</p> <p>(Total Department Staff: 15)</p>
<p><b>ISLAMIC RELIEF:</b>            Islamic Relief is an international relief and development agency striving to alleviate poverty and suffering around the world regardless of colour, race or religion. Established in 1984 in response to the widespread famine in Africa, Islamic Relief has grown to be a key, well known and respected aid agency in disaster relief and the ongoing development of people in over 25 countries. It specialises in Education &amp; Training, Health and Nutrition, Water &amp; Sanitation, Income Generation, Orphans' Support, Emergency Relief and Disaster Preparedness. Islamic Relief is a member of the Disasters Emergency Committee (DEC) and is an implementing partner for DFID, ECHO, the World Food Programme and UNHCR.</p> <p><b>PURPOSE OF DIVISION (IRUK)</b>            Islamic Relief UK (IRUK) is a Strategic Business Unit (SBU) that is part of Islamic Relief Worldwide. IRUK's focus is strengthening effective funding, mobilising for change through advocacy and awareness-raising, and strengthening programme development and delivery. IRUK works with various partners and institutions, from governments, non-governmental organisations and local authorities to grassroots communities.</p> <p><b>PURPOSE OF DEPARTMENT (Communications):</b>            In close cooperation with the other parts of the organisation, the Communications Department develops IRUK's branding, messaging and marketing strategy.</p> <p>The department helps the entire IR family to convey key messages consistently and coherently to internal and external individuals and the humanitarian and development community.</p> <p>The department provides the various IRUK stakeholders with access to adequate, timely and high quality information, material and resources to bolster their ability to convey advocacy and fund-raising messages through visual media, publications, campaigns and websites.</p>	

**JOB PURPOSE:**

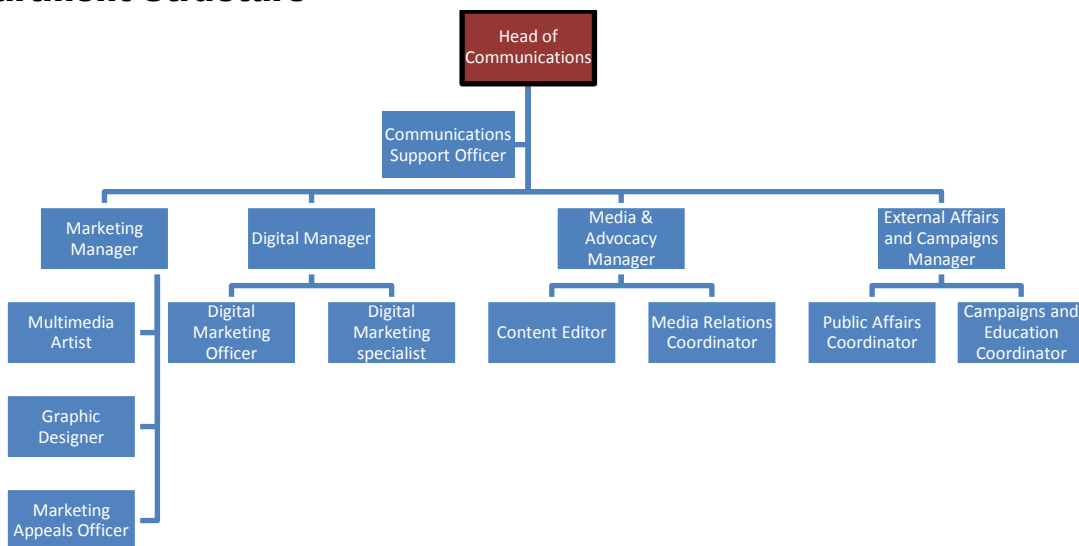
- To be responsible for the development and delivery of Islamic Relief UK’s Communications Strategy, acting as lead champion of IRUK’s brand and providing leadership to the Communications Department, as well as other IRW projects via the Global Communications Steering Group.
- To lead on the proactive management of reputational threats, agreeing policies and plans
- Regularly benchmark the communications function against others in and outside of the Charity and International Development sectors ensuring IR’s activities demonstrate value for money and best practice while also seeking new, creative and sector leading approaches.

**ORGANISATION CHART**

**IRUK and IRW**



**Department Structure**



## **KEY WORKING RELATIONSHIPS**

- Has frequent contact with the UK Director and all Senior IRUK Managers
- Has regular contact with IRW Directors and Department Managers (mainly from Communications and HROD divisions)
- Representing IRUK on the Global Communications Steering Group
- Actively meeting with specialists in the field of Communications to enhance knowledge of industry practices and networking in wider communities.
- Actively engages and networks with the wider humanitarian aid agency community by attending, participating and learning from conferences and other public forums as well as representing Islamic Relief meaningfully.
- Communicates effectively and systematically across the organisation to actively support cross-organisational processes
- Frequent and regular contact with direct reports to set, monitor and manage their work.

## **SCOPE AND AUTHORITY**

### **Scope of the Role:**

Reporting to the UK Director, the Head of Communications has operational responsibility for all areas of communications policy and practice and lead responsibility for developing a communications strategy within the relevant framework(s) set by IRW. Politically sensitive issues and complex problems impacting on other operations of IRUK will be made in consultation with the UK Director and the IRUK Senior Management Team and/or relevant stakeholders from IRW.

### **Responsibility for Resources:**

- An annual budget of £1.5m - £1.8m
- The overall responsibility of the IRUK website, online media and all media technical equipment.
- Overall responsibility for communications information systems – Intranet, internal e-groups.

## **KEY ACCOUNTABILITIES**

*The job holder is accountable for fulfilling his or her roles and responsibilities in line with Islamic values and principles of fairness, humanity, honesty, respect and fair treatment of his/her colleagues and staff.*

### **1. Divisional (SBU) leadership and guidance**

- Promote IR's vision, mission and values.
- By virtue of being a member of the UK Executive Board, contribute to IRUK's decision-making process.
- Contribute to the development of a continuous learning and improvement culture within IRUK.
- Contribute to the development and implementation of the overall organisational and IRUK strategy, including key policies and procedures.

## **2. Leadership and management of the department**

- Lead in the development, implementation and regular review of the departmental strategy, ensuring it is aligned with the organisational priorities (including strategy) at all times.
- Strategically plan, delegate, manage and review work plans and projects to ensure the departmental strategy is being achieved.
- Provide leadership, guidance; coaching and mentoring to unit managers to ensure they achieve their unit objectives and their teams work productively.
- Motivate and empower departmental staff to complete their work.
- Facilitate and encourage teamwork and communication.
- Ensure the department is appropriately staffed to achieve its set objectives.
- Develop a learning-conducive environment within the department.
- Monitor and improve staff performance through regular one-to-one and department meetings, periodic reviews and appraisals, and the development of and adherence to staff learning and development plans.
- Manage effectively the expenditure of the departmental budget as well as any departmental (physical) resources.
- Ensure all company policies and procedures, are adhered to by all departmental staff.

## **3. Manage the IRUK Branding**

- Develop, maintain and protect IRUK's brand and corporate identity with the objective of ensuring IRUK is recognised as one of the leading development agency.
- Oversee all activities and strategies for branding and positioning issues for IRUK
- Develop the visual identity of the organisation and ensuring consistency across all departments in coordination with IRW
- Oversee and produce media and communication material such as – publications and DVDs; ensuring that all productions meet high standards and are consistent with IRUK's branding and visual identity.
- Develop and to lead the design and implementation of the market research in IRUK to enhance the efficiency and effectiveness in marketing mediums, specifically by continuously analysing, producing proposals and implementing recommendations.

## **4. Strengthening External Relations**

- Actively engage and network with the wider humanitarian and development community
- Represent IRUK and meaningfully engage with institutional donor agencies, umbrella organisations, networks and other key stakeholders.
- Support the UK Director in external communications activities, identifying priority audiences and ensuring opportunities for media and speaking engagements are maximised.
- Identify opportunities and implement practices which will help raise the profile of the organisation and its work through PR and media campaigns/activities as well as supporting all other aspects of the organisation from a media and PR perspective;

## **5. Create, promote and implement a Media and Advocacy strategy**

- Develop a proactive media strategy, engaging national, regional and local UK media across print, radio television and online
- Lead on all media relations involving IRUK including giving talks and media interviews about IR's work and proactively seeking out these opportunities.
- Provide guidance on the development of advocacy strategies for IRUK
- To ensure IR's identity, strategy and policies are embodied into public policies and key messages and are represented at policy forums as required.
- Participate in the development of global advocacy campaigns

## **6. Website and New Media**

- Lead in the development, implementation and regular review of the IRUK website and intranet, ensuring both are effectively used for communication, marketing, promotion, educational and other purposes;
- Lead in the development of online strategies to ensure optimal use of new media

## **7. Provision of effective Internal Communications**

- Lead in the development, implementation and regular review of the overall internal communications strategy, ensuring it is aligned with the organisational strategy.
- Champion the potential strategic role of ICT at the highest level within IRUK.
- Be responsible to communicate effectively and systematically across the organisation and actively support cross-organisational processes.

## **8. Provide strategic Marketing campaigns direction**

- Lead strategic direction at the campaigns board level
- Help set up objectives and key performance indicators of the campaigns with relevant stakeholders
- Provide strategic direction on the development of marketing material materials.

## **10. Other**

- Manage the recruitment and work of consultants/specialists for defined pieces of work as and when required.
- Build rapport and maintain strong links with IRW stakeholders.
- Undertake any other reasonable duty that is consistent with the job and at its level of responsibility as and when required by management.
- Take responsibility for self-development.

## **PERSON SPECIFICATION – ESSENTIAL**

*It is essential that the post holder shows a good understanding and empathy with the Islamic values and principles as well as commitment to Islamic Relief's vision, mission and values.*

### **Knowledge, Skills and Qualifications**

- Degree level qualification in a relevant subject area (or equivalent relevant experience)
- Ability to strategise, plan, prioritise and delegate to ensure successful delivery of work and projects.
- Ability to build, manage and motivate teams and individuals (including technical specialists) to achieve set objectives.
- Ability to guide staff development towards achieving key performance indicators.
- Knowledge of working with the media including messaging, public positioning understanding of political, media and NGO coordination is essential.
- Excellent communication skills, written and oral, with the ability to deliver complex and technical information persuasively and with clarity in a wide range of situations
- Strong understanding of international development and humanitarian work.
- Proven track record in public speaking and all other aspects of communications
- Fluent in written and spoken English.
- Good project management skills.

### **Experience**

- Proven experience of developing and implementing strategies and work plans which help to deliver the wider organisational strategy and objectives.
- Proven experience in senior management role and ability to manage people, activity and project management, including delegating roles, authority, projects and work in a way that enables teams and individuals to achieve their targets/objectives.
- Proven experience of engaging with and influencing decision-makers whilst exercising sound political judgement and sensitivity.
- Substantial experience of marketing, branding, media and market scanning.
- Proven track record in using up to date communications technology (i.e. multimedia, digital, publishing, public relations)
- Sound financial and resource management which enables department goals to be achieved within budgetary constraints.
- Proven ability and experience in analysing data which enables sound conclusion and recommendations to be drawn.
- Proven experience in leading, coordinating and providing support to cross functional project teams.

### **Personal Qualities**

- Highly organised and excellent time management.
- The flexibility and energy required to the achieve the goals and targets that are set in a dynamic organisation.
- Strong team player as well team and relationship building skills.
- Willingness to work evenings and weekends, particularly during emergency campaigns.

- Approachable as well as ability to develop and maintain effective working relationships with all levels of people.
- Strong analytical skills.
- Ability to accept responsibility, remain calm under pressure and work to deadlines whilst responding to changing demands.
- Able to exercise judgement and take decisions on unexpected problems.

## **PERSON SPECIFICATION – DESIRABLE**

- Experience of managing and providing support services in a customer service setting.
- Ability to analyse complex information and present in a simple manner.
- Experience of working in an operations manager role.
- A working knowledge of a second language is desirable.
- A project management qualification, e.g. PRINCE2.

Signed by: \_\_\_\_\_ (Direct Line Manager)

Signed by: \_\_\_\_\_ (Divisional Director)