

Communications Manager

Recruitment Pack



Photo: Ezekiel, 62, gives his grandson a ride in his new wheelchair. Ezekiel is part of an inclusive drought-relief project in Zimbabwe. ©CBM/Hayduk

Who we are

Too many people face poverty and isolation, denied the chance to go to school or earn and living, just because they have a disability. CBM works in the world's poorest places to prevent blindness, improve health and transform the lives of people with disabilities.

For more than 110 years, since our founder Ernst Christoffel started working with children with disabilities in Turkey and Iran, we've been reaching out to those whom others leave behind. Driven by Christian values, we work with disabled people to break down barriers by delivering practical support, improving policy and practice and inspiring the people of the UK to act.

With 45 UK staff, we're part of a Global Federation working in 48 countries. This is a truly exciting time to join us at the start of our ambitious new 'Breaking Barriers' UK strategy, as we fight to end the cycle of poverty and disability.

Our Vision & Values

Our vision is an inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

We challenge injustice

We strive to build a just and equitable world in which all people are included, loved, valued and respected. We serve those in greatest need, regardless of race, gender, age or religious belief.

We make every action count

We focus our efforts on bringing about tangible change in the lives of those whom others leave behind.

We embrace partnership

We can achieve more when we work with others. We value everyone's unique contribution.

We live with integrity

We live responsibly and with honesty.

About the role

Place of work:	Munro House, Mercers Row, Cambridge, CB5 8HY (with up to 50% working from home optional).
Starting salary:	£39,000-£41,375 (depending on experience)
Contract type:	37.5 hours per week full-time (up to 80% FTE considered)
Reports to:	Head of Communications
Responsible for:	2 Senior Communications Officers

Purpose

At CBM UK, we have some amazing stories to share. We work alongside people with disabilities in the world's poorest places – a group of people too often overlooked or ignored – and are passionate about amplifying their voices to reach a wider audience. We have decades of experience in disability-inclusive development and humanitarian action, delivered through authentic partnership with disability organisations and other local partners, transforming lives and helping to break the vicious cycle of poverty and disability.

This exciting and varied new role will help us engage our target audiences, inspiring them to partner with CBM UK in our mission to build a fairer, more inclusive world. The post holder will work closely with the Head of Communications as part of a dynamic Fundraising and Communications team of 20.

The role has short-term tactical, and some strategic, decision making authority within agreed parameters.

Responsibilities and areas of work

1. Communications (75%)

- a. Work with the Head of Communications and manage two Senior Communications Officers to engage and inspire our target audiences, delivering the organisation-wide communications strategy to support individual and institutional fundraising, advocacy, influencing and other audiences, including website development and management, social media, media relations and relationships with influencers and high profile supporters.
- b. Develop and manage the delivery of a multi-channel communications plan that supports our engagement with UK decision-makers and influencers in the international development and humanitarian sectors. Work closely with programmes and advocacy colleagues to identify compelling content to promote CBM UK's brand and key messages.
- c. Deliver bold, authoritative and compelling content to support CBM UK's advocacy and advisory work, amplifying the voices of the Disability Movement and promoting our technical expertise in disability inclusion to decision-makers within the international development sector. Collaborating closely with advocacy and programmes colleagues,

you'll help us show why inclusion matters and how it can be put into practice to build a fairer world.

- d. Ensure that the voices of people with disabilities are at the heart of CBM UK communications. Work with the Head of Communications to ensure availability and communication of human interest stories that illustrate the cycle of poverty and disability and how it can be broken, portray people with dignity and respect, and challenge stigma and misunderstanding around disability and global poverty.
- e. Coordinate fundraising and communications campaigns and projects, including developing key messages and briefing material, working with CBM UK/Global colleagues and partners to ensure appropriate resources are available eg human interest stories, images and film; project management and coordination.
- f. Coordinate applications to awards to gain recognition for CBM UK's work and expertise and motivate staff.
- g. Ensure CBM's brand is presented consistently and appropriately, and that our communications are accessible to all, by coordinating the production of templates, guidelines, resources and support to staff.
- h. Act as a spokesperson and be an outstanding advocate for CBM, delivering communications in line with the vision and values of the charity.

2. Leadership and people management (15%)

- a. Support and inspire direct reports in line with CBM UK's staff management policies and procedures. Ensure team members are appropriately trained, briefed and motivated to achieve their objectives and meet targets and recruit to posts where relevant. Regular 121s and appraisal reviews.

3. Planning, Reporting and budgets (5%)

- a. Develop and report on key performance indicators, milestones and targets to facilitate informed decisions and improved working practice.
- b. Plan and manage budgets to ensure funds are used to maximum effect.
- c. Ensure appropriate recording of communications activity through the database (Salesforce) where possible or standard spreadsheets or files.

4. Other (5%)

- a. Work with other teams, including the CBM Global Federation, to maximise collaboration opportunities and integrated working.
- b. Keep up-to-date with developments across the charity communications and international development and use these to inform innovation and continual improvement at CBM UK.
- c. Help develop a culture of enthusiasm, continual improvement and success which reflects the ambitions of CBM UK.
- d. Occasional out of normal office working hours. Occasional travel in the UK and internationally.
- e. Other duties as required by the Head of Communications and Director of Fundraising & Communications.

Person specification

All of the following requirements are **essential**, unless marked with a * when they are **desirable**, and will be assessed from a combination of information provided from the application and interview process.

Education/qualifications

- Relevant degree or professional qualification. *

Skills/competencies/personal qualities

- Excellent written and verbal communication skills, including strong ability to write at speed for different audiences and channels, and in editing and proof-reading, as well as ability to clearly and effectively negotiate changes with technical experts, authors and designers.
- Excellent “news sense”, the ability to identify compelling stories that will inspire and engage target audiences.
- Exceptional interpersonal and networking skills and ability to build good working relationships with a wide range of people and colleagues of all levels.
- Adaptable and flexible with the ability to manage multiple projects in a fast-paced, deadline-driven environment; a “can-do” attitude and excellent problem solving skills.
- Strong IT skills, familiar with using a wide range of digital tools, software packages etc and quick to learn to use new tools.
- Commitment to CBM UK’s mission; sympathetic to Christian values.
- Image and video editing skills and a good eye for design (ideally with experience using Adobe Photoshop, Premier Pro and InDesign). *

Experience and knowledge

- Experience in developing powerful communications for a wide range of audiences and channels – including interpreting and explaining complex information to specialist and general audiences in a variety of ways.
- Experience of working in a communications function in an international development, humanitarian response, disability or public health related field.
- Experience of developing and implementing multi-channel communications plans, including to support advocacy, influencing and relationships with major institutional funders.
- Line management experience with proven track record of maximising staff productivity and morale.
- Experience of managing external providers and agencies.
- Understanding of current trends and developments in the international development/humanitarian sector.
- Knowledge of disability issues. *
- Experience of delivering communications to support individual fundraising. *

Employee Benefits

- Agile working for all staff members which includes options for flexible working hours and up to 50% working from home for most roles.
- Wonderful modern offices, which are fully accessible.
- All full-time employees are entitled to 25 days' holiday per year in addition to UK public holidays.
- Option to buy extra annual leave.
- CBM places an emphasis on professional development and training for its employees in order to enable them to fulfil their roles. We support employees in their desire to further their qualifications and careers, including offering opportunities to undertake fully paid study and training.
- Competitive salaries within the sector. We regularly review salaries to attract, develop, motivate and retain the appropriate calibre of employees.
- We offer a generous pension plan with employer contribution of up to 7%.
- Group Life Assurance for all employees, which is equivalent to 2 x your annual salary.
- Yu-Life (employee wellbeing app).
- Free annual eye tests.
- Our Wellbeing Working Group actively supports mental health and wellbeing in the office. We also offer a free Lifestyle Counselling Helpline & Online Support Service.
- Bike to work scheme.

Useful Information

Working with a supportive, flexible employer

CBM UK is currently located in Cambridge, and this will be your location and contract base. The wellbeing of our team is central to how we work: we encourage a healthy work-life balance, offer flexi-time and up to 50% working from home. Our team benefit from excellent personal development opportunities and we can offer the chance to undertake fully-paid training or study.

We're an organisation based on Christian values welcoming staff of all faiths and none. It's the basis of why we do what we do, striving to build a just and equitable world in which all people are included, loved, valued and respected. We do not proselytise and we work with partners of all faiths and none according to the greatest need.

Diversity and Safeguarding

Everyone has the right to be treated with consideration and respect. CBM UK is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual.

CBM UK aims to ensure that all staff, volunteers, supporters, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender re-assignment, marital or civil partnership status, race (including colour, nationality, ethnicity, or national origin), disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

All roles within CBM UK are required to actively respect, support and promote the safeguarding of all children and adults who come in contact with our organisation, including our beneficiaries, partners, staff and volunteers, ensuring policies and procedures are followed and observed at all times.

CBM UK is an equal opportunities, disability-confident employer and committed to achieving the highest standards of diversity, fairness and equality. Should you have a disability and require any additional support, please contact us at recruitment@cbmuk.org.uk.

Employment Checks

We are unable to provide sponsorship for this post. In order to apply for this post, you must be able to demonstrate your eligibility to work in the UK. All offers of employment are made subject to: proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, and three references satisfactory to CBM UK and a DBS Check.

Use of Curriculum Vitae (CVs)

Our policy is to recruit and employ our employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like for like information and as such we only accept CVs when accompanied by a completed application.

Shortlisting and Interviews

All applications are subject to our shortlisting process; if you are shortlisted we will contact you and invite you to attend an interview. You will also be advised at this point if there will be any skills tasks to complete as part of the recruitment process.

How to apply

More information about CBM can be found by visiting our website: www.cbmuk.org.uk

If you're interested, we'd be delighted to have an informal chat to tell you more about the role and answer any questions you may have. Please email recruitment@cbmuk.org.uk or call us on 01223 484700.

Application forms can be downloaded from: www.cbmuk.org.uk/get-involved/work-for-us/
Please email your completed form and CV to recruitment@cbmuk.org.uk

Closing date for applications 12pm Monday 6th June. Interviews planned for Thursday 16th and Friday 17th June, with some flexibility should candidates be unavailable on those dates.

We look forward to receiving your application.