

PLAN INTERNATIONAL UK JOB PROFILE

Job Title	Corporate Partnerships Communications Advisor
Department	Communications
Unit (if appropriate)	Public Engagement
Grade	3
Salary	£40,881 per annum
Contract type	Permanent, full time (34.5 hours per week)
Reporting to	Corporate Partnerships Communications Manager

Overview of Department

Plan International UK is a global children's charity. We work to give every child the same chance in life. In every child there's a spark of imagination, curiosity and ambition. But not every child is born with the same opportunities. When you face poverty or violence the odds are stacked against you. When you're a girl it's even harder to be safe, to be in school and to be in charge of your body. All children deserve an education, health care and clean water. All children deserve the chance to thrive. We're fighting so every child, especially every girl, knows their value. We're fighting so the communities they're growing up in – and the world around them – value them too. And if disaster strikes we're there to protect children, keep them learning and help them recover.

This role sits within the Communications, Campaigns and UK Programmes Department. The Department's aim is to create a shift in public and political opinion on international children's development and rights issues, with a specific focus on adolescent girls, and to provide and promote programmatic rights-based training for girls in the UK.

The Communications Unit comprises teams covering media, digital, brand and marketing and partnerships. The aim of the Communications Unit is to:

- maximise awareness of Plan International UK's work and vision, ensuring we are recognised as a trusted, go-to organisation
- mobilise public, media, VIP and corporate engagement with our work
- support and enhance Plan's influencing capacity

Our expertise helps us present who we are and what we do in a professional and consistent way. We are directly responsible for strategic communications, brand management – including awareness-raising events, digital communications content/management and press and media management.

Job Purpose

- Work with stakeholders across Plan International UK and corporate partners to create and deliver creative communications strategies to promote Plan International UK and its work through the promotion of major partnerships.
- Advise the Major Partnerships Unit to effectively position Plan International UK as a charity partner of choice, including supporting with new business pitches as required.
- Coordinate across the functions of the communications unit to ensure partnership communications are integrated across digital media, traditional media, events and other brand activities for key campaigns moments.

Key Deliverables	Key Activities
Communications strategy and implementation	<ul style="list-style-type: none"> • Working with the Corporate Partnerships Communications Manager, devise and lead the delivery of integrated and impactful communications strategies for Plan International UK's key strategic partnerships. • Manage the sourcing and production of content for partners to deliver through diverse online and offline communications channels. • Build effective and productive relationships with communications contacts at Plan International UK's key partners • Provide strategic advice on communications opportunities, reputational benefits and risks, and partnership development to the account manager in the Major Partnerships Unit. • Work with communications colleagues across media, digital and brand functions to coordinate partnership outputs across platforms • Identify any reputational risks arising from relationships with partners, advising Press and Media Manager and Head of Communications as appropriate, and developing Q&As
Work with Major Partnerships Unit	<ul style="list-style-type: none"> • Provide advice and support to account managers in the Major Partnerships Unit across a full range of Plan International UK's corporate and other partnerships. • Identify opportunities – such as media coverage, awards submissions etc - to position Plan International UK favourably as a 'charity partner of choice' for the corporate sector • Support the Major Partnerships Unit to develop pitches for new partnerships, including attending pitch meetings as and when required • Keep abreast of issues impacting on our leading corporate partnerships and develop lines to take as appropriate • Evaluate and report on major partnership communications activity • Work with colleagues with a fundraising focus to provide advice and insight about how communications can support their work • Keep abreast of developments and opportunities
Other responsibilities	<ul style="list-style-type: none"> • Attend and contribute to team, departmental and interdepartmental meetings and working groups as applicable. • Adhere to brand guidelines, implementing them across all marketing communications campaigns • Travel as and when required
General	<ul style="list-style-type: none"> • Ensure that all activities undertaken on behalf of Plan International UK, externally or internally, are in line with the overall aims of the organisation and with policies and procedures. • Participate in training and other activities as requested
Awareness and Representation	<ul style="list-style-type: none"> • Commitment to Plan's position on promoting girls' rights and gender equality, and integrating this into all aspects of work. • Commitment to child safeguarding and to being confident and competent in meeting safeguarding responsibilities

Level of Child Protection Responsibility	Standard - Commitment to uphold to Child Protection guidelines at all time.
Level of Budgetary Responsibility	None

Date Created	November 2019
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PLAN INTERNATIONAL UK PERSON SPECIFICATION

PERSONAL COMPETENCIES

Competency Title	The successful candidate will be able to....
Communicating with all stakeholders	<ul style="list-style-type: none"> • Communicate effectively, both verbally and in writing, with the ability to adapt styles to meet the needs of different partners and audiences. • Persuade and enthuse others including senior level contacts. • Network and form effective and constructive working relationships across the organisation and with key business contacts.
Working effectively and efficiently	<ul style="list-style-type: none"> • Work on own initiative with a flexible attitude to work and be able to manage a wide and varied workload, using strong organisational skills. • Use resources in a cost effective manner and co-ordinate them across teams in a timely way.
Demonstrating Plan values	<ul style="list-style-type: none"> • Demonstrate a commitment and passion for Plan International UK's work on children's' and girls' rights. • Keep up to date with changes in the communications environment and adapt approach accordingly.

RELEVANT EXPERIENCE

The successful candidate will have experience of

Extensive experience of working in a busy communications team preferably in a fundraising environment and/or communications/PR agency.

Established and built strategic relationships at a senior level.

Achieved coverage, targets and key objectives.

Devised, delivered and evaluated marketing communications campaigns that have met their objectives.

SPECIFIC SKILLS AND KNOWLEDGE

The successful candidate will have the ability to....	The successful candidate will have knowledge of....
Demonstrate an awareness of child safeguarding issues	Integrated communications strategies and tactics, including to support the achievement of fundraising targets
Identify and develop compelling content and communications products	Preferably, international development and/or child rights issues.
Independently project manage self-contained integrated communications activities	Effective partnerships between the charity and private sectors
Work collaboratively with a diverse range of internal colleagues and external stakeholders	The UK fundraising and communications not-for-profit sector.
Provide confident, strategic advice to internal and external stakeholders	