



Job Description and Person Specifications

Job title:	Communications Manager
Reporting to:	On a day to day basis and for WHPCA Oversight to the Executive Director of WHPCA. For Oversight of ICPCN activities to the Chief Executive of ICPCN. Joint meetings will be held regularly with the post holder, the Executive Director WHPCA and the Chief Executive of ICPCN.
Key relationships:	WHPCA and ICPCN staff teams, Project Partners including people with direct experience of palliative care, External Freelancers
Responsible for:	Communications across all channels owned by WHPCA and ICPCN
Percent time:	Full time split WHPCA – 70%, ICPCN – 30%
Duration	One-year contract – Start date 1 September 2020

PURPOSE OF ROLE:

The Communications Manager is responsible for providing a high-quality communications service to promote palliative care for adults and children worldwide for the Worldwide Hospice Palliative Care Alliance (WHPCA) and the International Children’s Palliative Care Network (ICPCN) across multiple channels.

1.0 KEY TASKS AND RESPONSIBILITIES SPECIFIC TO WHPCA:

1.1 Project management

- Ensure successful delivery of the Patient Power project, aimed at raising the voice of people with direct experience of palliative care in advocacy and communications across sub-Saharan Africa
- Track project deliverables and support partner organisations to meet their targets
- Ensure good financial reporting
- Liaise with production company, translators and project partners for post-production of video interviews with people accessing palliative care, to create compelling, sharable short videos
- Support project partner to draw out key quotes from people accessing palliative care, and produce designed social media graphics
- Liaise with project partners to ensure successful completion of at least one photoshoot at a project site
- Collate and submit final report to funder
- Work with the WHPCA finance team to ensure timely payment of consultants and vendors.



1.2 Communications support to WHPCA international projects

- Provide communications support to new WHPCA international projects.
- Support WHPCA project manager to gather, edit and publish case studies from WHPCA projects in Bangladesh
- Edit articles submitted by project partners to produce publishable text from submitted rough drafts.

2.0 KEY TASKS AND RESPONSIBILITIES SPECIFIC ICPCN:

2.1 Strategy

- To support the development and implementation of a communications, networking and dissemination strategy for ICPCN that takes into account current practice, key global policies and platforms, along with lessons learnt.

2.2 Networking

- To network with ICPCN members and others working in children's palliative care
- To maintain and update regularly ICPCN's map on children's palliative care service delivery
- To arrange international sharing and learning between children's palliative care services
- To maintain and manage good communication with the ICPCN Ambassadors.
- To develop communication materials to be used in presentations about children's palliative care
- To contribute to relevant communication publications.

2.3 Research

- To ensure the ongoing evaluation of the communication, networking and dissemination strategy and its impact on children's palliative care provision
- To collect stories from around the world with regards to the impact of ICPCN on children's palliative care development
- To participate in ICPCN related research as appropriate and sharing 'stories' and communications on the research.

3.0 GENERAL COMMUNICATIONS RELATED TO BOTH WHPCA AND ICPCN:

Increase public and stakeholder awareness of palliative care for adults and children along with the work and impact of the WHPCA and ICPCN through digital and other channels. This will include:

- Maintaining a focus on improving access to palliative care for all adults and children
- Leading on production of annual reports for both organisations
- Creating content for the WHPCA and ICPCN website
- Content management of the WHPCA and ICPCN websites, including regular updates
- Building an engaging social media presence for both organisations
- Producing and disseminating e-newsletters for the WHPCA and the ICPCN
- Timely communications with WHPCA and ICPCN membership



- Managing the ehospice International edition, and the International Children's edition including liaising with contributors to publish timely, engaging news and feature articles on palliative care news website
- Leading on targeted press engagement (reacting to topical issues, writing media releases, communicating with journalists, liaising with PR professionals around key dates).
- To work together with global organisations i.e. WHPCA, IAHP and ICPCN on international communication and dissemination activities ensuring that the different voices within palliative care are heard.
- Leading production of the WHPCA and ICPCN Annual Reports.
- Monitoring performance of social media posts and accounts, audience growth and open rate on MailChimp, and website analytics, utilising learning to optimise reach and engagement across all digital channels.

4.0 COMMUNICATIONS SUPPORT FOR ADVOCACY:

Work closely with WHPCA Global Advocacy Director and Executive Director, and the ICPCN Chief Executive, to maximise advocacy opportunities. This includes:

- Identifying key events/ dates in the global health calendar
- Working with colleagues and people with direct experience of palliative care to clarify key messages and advocacy goals
- Working with colleagues and people with direct experience to identify target audiences for advocacy messaging, and successfully disseminating these messages
- Sourcing and producing first hand stories to support the key advocacy asks.

5.0 CAMPAIGNS:

- To lead on the development of materials for the WHPCA led global campaign: *World Hospice and Palliative Care Day*, including sharing content across different communications channels including ehospice, maximising engagement by organisational membership worldwide and press coverage.
- To run ICPCN's global "#hatson4cpc" campaign, developing resources, advertising and promoting the event, collating information and stories from around the world, maximising engagement by organisational membership worldwide and associated press coverage.
- To co-ordinate other campaigns as agreed by the WHPCA and ICPCN teams.
- Provide communications support to fundraising campaigns

6.0 OTHER DUTIES:

This role profile is subject to review in conjunction with the post holder and according to future changes/developments in the service.



Person Specification

Job title

E = essential

D= desirable

This position requires a motivated, hard-working and organised individual, with excellent written, oral and digital communication skills. It is suited to someone who is able to manage day-to-day communications work, while keeping an eye on the bigger picture and long-term organisational goals of WHPCA and ICPCN. They will also need to balance the work between the two organisations

Experience

E	Demonstrable experience of managing organisational communications across multiple channels	Application/ Interview
E	Experience developing and implementing effective organisational communications strategy	Application/ Interview
E	Project management experience	Application/ Interview
E	Experience in creating and planning engaging social media content	Application/ Interview
E	Experience managing websites, including WordPress	Application/ Interview
E	Experience writing press releases and engaging with the press	Application/ Interview
E	Experience with email marketing platform (e.g.: MailChimp)	Application/ interview
D	Experience of working with people belonging to vulnerable populations	Application/ Interview
D	Experience producing audio-visual content	Application/ Interview
D	Experience writing key messages aligned with organisational goals	Application/ Interview

Skills and abilities

E	Excellent oral, written and digital communications skills	Application/ Interview
E	Ability to maintain strong working relationships with stakeholders from many levels.	Application/ Interview
E	Self-starter with capacity to work on own initiative	Application/ Interview
E	Strong team player	Application/

		Interview
E	Ability to work to tight deadlines and under pressure	Application/ Interview
E	Understanding of using web and social media statistics to improve performance	Application/ Interview
E	Fluency in written and spoken English	Application/ Interview
E	Strong IT skills including MS office	Application/ Interview
E	Ability and willingness to do own administrative tasks	Application/ Interview
D	Fluency in any of the following languages: French, Spanish, Portuguese, Russian, or Chinese	Application/ Interview

Knowledge

E	Educated to degree level or equivalent in a relevant subject	Application
D	Knowledge of issues relating to hospice and palliative care and its development worldwide	Application/ interview