Job profile

COMMUNICATIONS SPECIALIST
**Practical Action**

**ABOUT US**

We are an international development organisation putting ingenious ideas to work so people in poverty can change their world.

We help people find solutions to some of the world’s toughest problems. Challenges made worse by catastrophic climate change and persistent gender inequality. We work with communities to develop ingenious, lasting and locally owned solutions for agriculture, water and waste management, climate resilience and clean energy. And we share what works with others, so answers that start small can grow big.

We’re a global change-making group. The group consists of a UK registered charity with community projects in Africa, Asia and Latin America, an independent development publishing company and a technical consulting service. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

**OUR AIMS**

We help people find solutions to some of the world’s toughest problems, made worse by catastrophic climate change and persistent gender inequality. Our aims are to:

- Make agriculture work better for smallholder farmers, many of them women, so they can adapt to climate change and achieve a good standard of living
- Help more people harness the transformational effects of clean affordable energy and reduce avoidable deaths caused by smoke from indoor stoves and fires.
- Make cities in poorer countries cleaner, healthier places to live and work.
- Build disaster resilience into the lives of people threatened by hazards – reducing the risk of hazards and minimising their impact on lives and livelihoods.

**HOW WE WORK**

We work on holistic solutions that change systems and have a framework to help us achieve our aims:

- Analyse the root causes of a poverty and vulnerability
- Define the change at scale we need to make
- Develop activities along three complementary paths: *Demonstrate, Learn and Inspire*.
  - Demonstrate that our solutions are sustainable in the real world
  - Learn by capturing evidence and adapting our approach
  - Inspire wider support to multiply our impact.
OUR ORGANISATION

Practical Action is an unconventional, multi-disciplinary changemaking organisation

- A highly innovative community development charity operating in Africa, Asia and Latin America. **Practical Action** community projects use ingenious ideas to design, test, refine and prove new ways to overcome poverty and disadvantage and then ‘open-source’ knowledge of what works so that it can be implemented at a greater scale by others.

- A world-class consulting operation that helps socially responsible business, government policy makers and other development organisations. This draws on learnings from our own development work as well as the combined brainpower of a roster of over 2,000 expert consultants. **Practical Action Consulting** helps to extend the reach of our influence by providing the best advice to others, whose work can make a bigger difference.

- A well respected specialist development publisher. **Practical Action Publishing** brings together development practitioners, researchers and thought leaders to create publications that stimulate discussion, strengthen peoples’ capabilities and inspire sustainable change.
JOB PROFILE

**Responsible to:** Head of Business Development and Programme Quality

**Matrix:** NA

**Grade:** 6

**Line Manages:** NA

**Unit:** Business Development and Programme Quality

**Location:** Kathmandu, Nepal

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**Purpose, Scope and Relationships**

The purpose of the role is to nurture and manage a number of relations, both internal and external. Importantly, s/he will need to work with the Award/Project Managers, Thematic Leads, Knowledge Coordinator, and Head of Programme Delivery in Nepal particularly in profile building. Equally, s/he will need to work with communications team in the UK and, potentially in other countries. S/he will manage relationships with media in support of raising our profile. The incumbent will ensure all our communication products are in line with our branding and marking guidelines and where relevant will produce/coordinate production of audio visual products contributing to our change ambitions and in line with our branding and marking guidelines. S/he will also support in capacity building of staff on brand marking, story collection, photography and videography.

The scope is to be responsible to play a key role in building organisation profile in Nepal. The main focus of the role is developing contents, engaging with media and inspiring storytelling. S/he is accountable for the following areas of our work:

- Content generation to successfully profile our work in line with the change ambitions and brand guidelines
- Strengthen relationship with media to promote our work thereby contribute to achieve our change ambition
- Strengthen communications component of our projects

The key working relationship is with Thematic Leads, PAC Manager, Head of Programme Delivery, Project and Award Managers, Knowledge Management Coordinator, UK - Marketing & Communications and Medias.

**Job Functions and Responsibilities**

**Strengthening Organisational Profile - 50%**

- Develop content for marketing materials – annual reports, organisation brochures, presentations, display, websites etc. in line with our change ambition and brand guidelines.
- Develop and implement media engagement strategy.
- Graphic design layout and production coordination of marketing materials like the Annual Report, organisation brochures, presentations, display, websites etc. in line with brand guidelines.
- Develop content for audio/visual marketing materials and presentation slides in line with our change ambition and graphic design layout of the presentations as per our brand guidelines, and coordinate production of the materials.

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• Collect stories and images from our work that contribute to the change ambitions and disseminate using various channels – print, audio/visual media, online platform and social media.
• Ensure branding, marking and visibility of Practical Action and donors
• Lead in designing and delivering profile raising events.
• Act as a media focal person, strengthen relationship with media, coordinate their visits and ensure media coverage to maximise promotion/profiling of our work.
• Schedule and brief subjects for media interviews with concerned colleagues.
• Prepare articles, press release and any other materials for media that contribute to promote our change ambition and enhance our brand awareness.
• Develop and maintain records of media coverage and metrics.
• Develop and maintain relevant databases, including media contacts.
• Work with the UK communications team for hosting international media visits, local roll out of global campaigns and providing compelling stories targeting the global audience.
• Monitor, record, evaluate and report on key social media performance statistics
• Compile KPI data related to profiling for the quarterly reports.

**Delivering Performance as One Practical Action – 40%**

- Facilitate/support the Award/Project Manager to prepare communication plan and strategies.
- Provide expertise support in copy editing/proof reading, finalising contents and the language of the communication products as per Practical Action brand guidelines.
- Build capacity of the staff on Practical Action brand particularly focusing on preparing stories from our work and media handling.
- Proactively gather and utilise images that are hidden in the inner recesses of the field offices.

**Generating Income and Managing Relationships – 10%**

- Provide communication inputs during the project/award design
- Support UK marketing and communications team to provide materials for fundraising campaigns.

**Organizational Policies, Safeguarding and Code of Conduct**

**DIVERSITY & DIGNITY AT WORK**

The Company is committed to Diversity and Dignity at work and has a written policy. You have a personal responsibility for the practical application of the policy. A copy of the relevant policy is available on NetConsent or from the People & Culture team.

**SAFEGUARDING**

The Company is committed to safeguarding those who come into contact with our work and has a written policy. You have a personal responsibility for the practical application of the policy. A copy of the relevant policy is available on NetConsent or from the People & Culture team. You will be required to attend a mandatory safeguarding training course and complete the global induction programme modules, which are funded by the organisation and will be arranged as part of your induction process.

**CODE OF CONDUCT**

We expect anyone acting on our behalf to uphold good standards of behaviour that embody our organisational values. A copy of the relevant policy is available on NetConsent or from the People & Culture team.
PERSON PROFILE

To be successful in the role, the ideal candidate will be able to demonstrate:

EXPERIENCE & KNOWLEDGE

- Five years of relevant working experience
- Experience in content preparation, copy editing, proofreading and communication material design and production. Understanding of graphic design layout is preferable.
- Strong communication skills and fluent in spoken and written English and Nepali
- Skill in writing human stories for communications and marketing products
- Support project staff in implementing communication activities and plans
- Highly developed interpersonal skills, including the ability to effectively negotiate and liaise with a wide cross section of people, including internal staff, partners, service providers and the wider community.
- Demonstrated skills in prioritising task and meeting deadlines
- Commitment to development principles and Practical Action’s vision, mission and ambition.
- Proven ability to coordinate and collaborate with colleagues, building cohesion and buy-in
- Ability to provide strategic inputs
- Ability to effectively represent the regional office, the organisation and Practical Action’s work
- Visit project sites to collect success stories
- Excellent ability to work with cross-functional teams
- Willingness and enthusiasm to work in challenging and difficult situations on national and international visits to cluster/project sites Practical Action South Asia Regional Office

线 Manager
Employee: Prabin Gurung

Date: ___________________  Date: ___________________

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