Job profile

SENIOR EXTERNAL ENGAGEMENT OFFICER
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, working with communities who are vulnerable to poverty and climate change to support them to change their world. Together we develop innovative, community powered and locally owned solutions that achieve transformative change in lives and livelihoods. And we work with a range of partners, including governments, business and international organisations to ensure improvements are sustained and scaled and to change the systems that keep people poor and vulnerable.

We were founded in 1969 by radical economist EF Schumacher who challenged the development thinking of the time. He believed in solutions suited to context, equipping people with the skills and knowledge to change their situation, economic systems that work for all and living within the planets means. This ethos continues to fuel all our work. Schumacher was the author of ‘Small is Beautiful: A study of economics as if people mattered’. In our work we start ‘small’, ensuring we understand what is already working but we aim big focussing on what will deliver the systems change required.

We have over 50 years of experience working across Africa, Asia and Latin America. Our group consists of a UK registered charity with experienced country teams, an expert consulting service and an independent development publishing company. We combine these specialisms to multiply our impact and help shape a world that works better for everyone.

OUR AIMS

We work across four thematic areas. Much of our most impactful work combines our expertise across issues to solve complex and interconnected problems such as supporting smallholder farmers with renewable energy to increase yields and open up bigger opportunities for the wider economy.

Harnessing energy that transforms for the one billion people without electricity, and the three billion people without clean cooking solutions. We’re bringing together rural communities, displaced people, energy providers and decision makers to put clean energy to work. By 2025, our work with partners will have led to affordable, low-carbon energy access and cleaner cooking for two million people in ‘last mile’ communities and 18 million people through wider systems change.

Building resilience that protects for vulnerable people whose lives and livelihoods are threatened by climate-related and natural hazards. We’re working with people threatened by natural and climate related hazards, reducing vulnerability and minimizing the impact on their lives and livelihoods. By 2025, our
work with partners will have enhanced risk knowledge systems so that four million people living in hazard-prone, climate-vulnerable communities are better protected.

**Making cities fit for people** for the millions of people living in urban slums and settlements without proper sanitation, clean water and waste services. Our work with communities is making cities in poorer countries cleaner, healthier, fairer places for people to live and work, with clean water for drinking and sewage safely contained, collected and processed. By 2025, our work with partners will have led to improved water, sanitation and waste management services for one million people living in slum communities and a further 2.4 million people through wider systems change.

**Cultivating farming that works** for smallholder farmers struggling to make a sufficient income and adapt to the negative effects of climate change. We’re teaming up with smallholder farmers, many of whom are women, so they can adapt to climate change and achieve a good standard of living. By 2025, our work with partners will have improved food security and incomes for two million people in rural communities and a further one million people through wider systems change.
Practical Action

ABOUT THE ROLE

ABOUT THE ROLE

The Senior External Engagement Officer role sits within the External Engagement & Marketing team, the focus of which is to lead, create and deliver powerful campaigns and other activities to promote Practical Action to new audiences and to deepen engagement amongst existing partners, funders and stakeholders. Your focus will be on our diverse professional audiences (B2B), which include bilateral aid agencies, multi-lateral funds and trusts, foundations, corporates, governments, consultancies and development experts / practitioners

As a Senior External Engagement Officer, you will be accountable for leading and managing many types of campaigns and ongoing marketing activity aimed at different B2B audience types using many different skills, channels and techniques – online and offline. This presents excellent scope for development and all-round skills building, as well as the chance to discover areas of specialist expertise that you might not have been aware of.

The main functions of the role are:

- To effectively support Practical Action in achieving its strategic objectives by leading, directing and coordinating the delivery of integrated campaign activity.

- To take briefs from internal clients.

- Accountability for the design and delivery of outstanding External Engagement & Marketing and directing other activities on behalf of internal clients.

- Responsibility for providing supervisory support to less senior marketing colleagues and build capability within the team.

- To pull together the internal and external resources and manage the relationships and processes required to deliver and report on the activity.

- Provide ongoing intelligence and reporting, to inform the development of action plans based on insights, applying test and learn approaches to new initiatives and ongoing programmes of work.

As a Senior External Engagement Officer you will be in a great position to learn more about the full breadth of our work and keep your skills up to date in a fast moving marketing environment.
SCOPE

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<thead>
<tr>
<th>Title</th>
<th>Senior External Engagement Officer</th>
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<tbody>
<tr>
<td>Reports to</td>
<td>External Engagement &amp; Marketing Manager</td>
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<tr>
<td>Direct reports</td>
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<tr>
<td>Relationships</td>
<td>ICOM, Global Editorial Steering group, Marketing Integration, Member of Audiences Strategy &amp; Planning Group</td>
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<tr>
<td>Budget scope</td>
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<td>Grade/Salary</td>
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<td>Location</td>
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<td>Duration</td>
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<td>Travel</td>
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OVERVIEW

Practical Action is increasingly focusing its marketing on carefully planned integrated activities and campaigns, to position us with and provoke desired actions across a range of clearly defined audiences.

The key goal for these audiences is to increase our profile and engagement, so that they fund us, partner with us or work with us towards shared impact goals.

To do this effectively we need to communicate our brand positioning in a sophisticated and relevant manner that gains cut through and adds value to our audiences - positioning our expertise and specialist teams in advocacy, or business development to be heard effectively.

To do this efficiently, we need to plan and deploy our marketing activity and content in such a way that we are presenting Practical Action more consistently to all audiences, while being appropriate to the specific needs and knowledge of each.
ACCOUNTABILITIES

Taking Briefs

- You will help to establish internal clients’ business needs and required outcomes and oversee the marketing activities and you will be able to ask probing questions and discuss possible approaches.
- You will support the External Engagement & Marketing Manager in developing relevant campaign strategies that meet the needs of a variety of B2B audiences and focus our resources.
- You will lead on transforming the strategy into a marketing and communications plan (including timings, budgets and reporting requirements) and managing the delivery of the programme of work, including the contribution of other less senior Marketing Officers (where required).

Planning activity

- With a clear picture of requirements you can move ahead with planning the necessary activity and how success will be measured and progress monitored.
- You will draw upon the guidance of specialists in creative, planning and delivery functions to ensure your plan includes the best thinking available.
- You will establish dependencies across the organisation, such as CRM and digital activity, as well as privacy and compliance issues.
- You will help to develop and maintain positioning maps for key audiences and propose marketing campaigns / activities to move key audiences to desired positions.

Managing projects and Campaigns

- To develop and lead a wide range of marketing campaigns including direct marketing, digital marketing, PR events to meet audience objectives. These can take the form of one off campaigns or ongoing programmes of work. The role holder will be managing these inline with KPI’s and to allocated budgets.
- To plan, organize and execute various marketing events.
- The projects you manage will probably involve many stakeholders and contributors, internal and external. Your role will be to co-ordinate all inputs effectively to deliver campaigns and activities that come in on time, on budget and achieve business objectives.
- Responsible for cost effective procurement of external services where required including creative services, agency support, media buying, print and support and other as required.
- Where external agencies and suppliers are involved, you will manage their activity and outputs with a focus on timeliness, cost and quality.
- You will carry out ‘after action reviews’ to document learnings others can benefit from and so that we can pursue a path of continual improvement.

Supervisory

- Responsibility for providing supervisory support to less senior marketing colleagues and build team capabilities in support of marketing activity.

Evaluation

- You will evaluate campaign effectiveness against a wide range of KPI’s and objectives and make recommendations.
Other

- Undertake external audience research to build knowledge on who they are, what they want, how they behave & how we reach them
- Any other duties commensurate with the level and grade of the role which may from time to time, reasonably be requested by the line manager.

Grade C marketing positions may have additional specific areas they are responsible for on an ongoing basis, but these will typically represent a smaller portion of the role.

Financial Scope/Responsibilities:
Ensuring any work quoted for by suppliers is signed off by your manager/client and delivered on budget, on time and to the expected quality standard.

You will manage campaigns and activities within agreed budgets.

From time to time you will be involved in procurement exercises to ensure value for money.

Internal and External Relationships:
The post-holder will report directly to the External Engagement & Marketing Manager. Good relationship management will be key to this role. You will have many relationships of many different types – with internal clients, with internal specialists and with external agencies and suppliers. It’s through these relationships that you will grow in expertise and experience.

PERSON PROFILE

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

Experience & knowledge

Qualifications, Knowledge and Experience (Essential unless otherwise indicated);

- Educated to degree level or substantial relevant experience.
- Experience in a marketing, communications or advocacy role, ideally with a qualification in one or more of these areas.
- A conceptual understanding of marketing principles, practices and techniques and an ability to translate research, knowledge and experience into recommendations to add value to the organization
- B2B expertise in developing marketing and communications outreach plans, with specific skills to meet private sector audience needs
- Sound understanding of the sector
- Digital marketing skills are preferred, but if you don’t have these, you will have the opportunity to learn them
- Excellent oral, listening and visual communication skills, including experience writing for
a corporate tone of voice

- Ability to work with colleagues at varying levels of seniority and experience
- Reporting back effectively to internal stakeholders on progress, successes and learnings
- An understanding of international development issues is preferred but not required

**Skills, Abilities and Competencies:**
(Essential unless otherwise indicated)

- Project management, planning and evaluation
- Ability to adapt plans in response to changing realities
- Relationship and stakeholder management
- Capacity for critical thinking, to spot potential synergies / efficiencies across diverse communications activities

**Additional Requirements for the job:**
The successful candidate will be:

- Curious
- Versatile
- Methodical
- Team player
- Hungry to learn
- Outcome focused
- Self-starter