Job Profile
Head of Brand and Communications
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, 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.

practicalaction.org
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

Our Vision

Practical Action’s vision is of a world that works better for everyone.

Scope

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<thead>
<tr>
<th>Title</th>
<th>Head of Brand and Communications</th>
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<tr>
<td>Reporting to</td>
<td>Director of Fundraising, Marketing and Communications</td>
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<td>Directorate</td>
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<tr>
<td>Groups</td>
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<td>Financial Responsibilities</td>
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<tr>
<td>Location</td>
<td>UK – Rugby Office – Hybrid approach to working</td>
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<tr>
<td>Duration</td>
<td>Permanent</td>
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<td>Grade</td>
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<tr>
<td>Travel</td>
<td>Occasional international travel may be required</td>
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About the Role

The Head of Brand and Communications is a critical senior management position in Practical Action’s Marketing Directorate.

You will lead our brand and positioning strategy building positive awareness and inspiring action from key target audiences, through consistent application of our brand.

You will lead the development of our external communications priorities and activities, capturing the essence of our strategic intent, making this relevant and consumable for all audiences.

You will drive clarity and innovation in a multi-disciplinary team of communications specialists, developing initiatives that engage, inform, and inspire our staff, stakeholders, and external audiences, mentoring people to get the best from them.

You will be comfortable leading and driving conversations with colleagues at all levels across a vibrant multi-cultural, international organization that puts ingenuity to work so people in poverty can change their world.

Key Accountabilities

Leading strategic communications for Practical Action group

- You will work across Practical Action to shape our communications strategy and key messaging leading an integrated approach to communications globally.
- Lead the development of our external communications priorities and activities, capturing the essence of our strategic intent, making this relevant and consumable for all audiences.
- Drive strong internal relationships to build cross organisational communications, opportunities and workstreams.
- Lead on developing streamlined content plans that deliver on communications objectives globally and regionally and meet the needs of specialist departments such as fundraising and influencing.
• Responsible for planning our storytelling, leading editorial decision making and direction, and provide strategic focus in regard to storytelling and topic focus across platforms.
• Ensure that an annual calendar of activities is agreed, and that teams and resources are aligned to deliver exceptional communications to deadlines across multiple channels and touchpoints.
• Work closely with key spokespeople, acting as a business partner to the Directors and CEO, to ensure they are supported in delivering consistent key messages in external engagements.

Strategic Brand development, management and positioning
• Responsible for developing and overseeing our brand and positioning strategy.
• Working with key stakeholders you will develop our audience map and use it to inform brand development.
• You will lead on working with colleagues to develop audience positioning strategies to drive up brand awareness, engagement and trust.
• Work closely and collaboratively with the Head of Supporter Experience to ensure we have a strong fundraising brand that is consistent with our overall messaging and positioning.
• Ensure that we continually develop our brand, so we remain relevant and inspiring.
• Responsible for our brand policy and global training and implementation.
• Brand guardianship: You will interact widely across the organisation to ensure that our brand and communications outputs reflect the reality our work and approved positions.
• Ensure brand and storyline coherence between our supporter fundraising and external stakeholder, partner and funder and influencing communications.
• Lead on crisis and reputation management planning and response.

Exceptional Creative Delivery
• With the Creative Manager oversee the delivery of compelling, high quality multi-media creative outputs, ranging from supporter fundraising to stakeholder events.
• Drive innovation in creative thinking and continuous improvement in creative delivery.
• Ensure creative work is effectively resourced by building a roster of agencies and freelancers to support our work and determining which jobs are developed in house and externally.

Leadership and management
• Lead and motivate a multi-disciplinary unit of with line management of specialist managers in creative, external engagement and media/story collection.
• Accountable for significant resource allocation, you will lead coordination of communications team resources across workstreams and projects.
• Work closely with colleagues, especially the CEO office and regional directorates, ensuring communications resource is planned and directed to achieve organisational objectives.
• Develop agile, effective, efficient ways of working that drive collaborative behaviours.
• As a member of the Marketing Senior Management Team, you will provide an expert and general contribution to the departmental strategy, team development and business plan.
• Deputise for the Director of Fundraising, Marketing and Communications as required.
• Undertake any other reasonable duties as may be assigned by from time to time.
Financial Scope/Responsibilities:

- Direct management and accountability of the annual brand budget. Responsible for occasional investment bids through the development of the business case to support them.
- The brand and communications activities and outputs are significant contributors to our income targets although this post holder is not directly responsible for these.
- Procurement of agency and other supplier services in line with our Procurement Policy.
- Managing internal and external resource mix for an optimal blend of cost and quality.

Internal and External Relationships:

- You will act as a strategic business partner to directors and the CEO who are critical to developing key external relationships and acting as senior spokespeople for Practical Action.
- You will liaise closely with Heads of Supporter Experience, Business Development and Partnerships and Philanthropy, Country Directors, thematic leads to understand their requirements and coordinate between these.
- External: represent Practical Action in industry. Build and maintain a network of peers, creative agencies, freelances, media and influencers.

Person Specification:

Qualifications, Knowledge and Experience (Essential unless otherwise indicated)

- Extensive experience in brand development and communications across disciplines with experience in a global facing team, preferably in international development or a similar.
- Proven previous leadership in developing strategic communications plans and coherent messaging frameworks at organisation level which are clear enough to be consistent and flexible for tailoring to specific and localised contexts.
- Proven experience of leading and rolling out brand development and positioning strategies.
- Significant experience at leading, developing and designing strategic content planning and audience engagement strategies.
- Experience leading cross-functional teams and bringing together and inspiring internal and external stakeholders to achieve common goals.
- Sophistication in planning and balancing short and long-term team priorities, resources and workloads and managing interdependencies with multiple work streams and business units.
- Demonstrable experience of inspiring creative solutions and of managing and delivering creative services, working to tight deadlines and involving multiple stakeholders.
- Experience of procurement and management of a brand and creative agencies and suppliers.

Skills, Abilities and Competencies:

- Action orientated, able to problem solve creatively and think quickly, proactively and strategically.
- A dynamic people manager, motivator and inspirer.
- A sophisticated relationship builder equally effective in working with senior leaders and creative practitioners and with internal and external audiences.
- Willingness and ability to travel internationally as required.
- Strong commitment to and awareness of Equity, Diversity and Inclusion issues in practice.
APPLICATION INFORMATION

Why join us?

The opportunity to work for an organisation that is making a positive difference to the lives of people worldwide, a friendly and supportive culture, working with values-driven and highly engaged colleagues, work-life balance, and flexible working – these are just some of the reasons we think Practical Action is a great place to work. Our open plan offices are located in the centre of Rugby near to the train station.

In addition, we offer the following benefits:
- Flexible working/hours – full-time roles are contracted at 35 hours per week.
- It is our practice normally that we operate a hybrid policy, where flexible working hours are enabled as well as remote working (between 6-15 days per month).
- 27 days holiday in addition to public holidays which increases with the length of service.
- A pension scheme that new employees can join from day one of employment – (rules apply) employer contributes 10.5% of salary and the employee contributes 5%.
- Life assurance (3 x annual salary).
- Bike to Work scheme.

Additional information
Practical Action believes that having a diverse workforce and inclusive workplace culture based on respect will enable us to be an effective organisation. We seek to create an inclusive workplace in which people are accepted as individuals, regardless of their differences and where they feel their contribution is valued. Practical Action is an equal opportunities employer and we encourage applications from under-represented groups.

We stay committed to cultivating an inclusive and diverse working environment and believe that people from different backgrounds or cultures give us different perspectives, and the more perspectives we have, the more successful we will be. By building a culture where everyone feels heard, respected, and valued we give everyone working with us the opportunity to achieve their full potential.

Practical Action is committed to safeguarding and protecting children and vulnerable adults and as such candidates will be subject to pre-employment checks including criminal checks and terrorist financing.

Please note that should we recruit a suitable candidate before the closing date, we will close applications earlier than the specified date.

The successful applicant must have the pre-existing right to both live and work in the UK.

Closing date for applications: 2nd January 2023

First round interviews will take place in the week commencing Monday 15th January 2024.

HOW TO APPLY

If you want to work for a charity with significant people ambitions, then we would like to hear from you. To apply go to Practicalaction.org/jobs to view the full recruitment pack. Please submit a copy of your CV and a supporting statement that describes your suitability for the role to recruitment@practicalaction.org.uk