



# Communications & Media Officer

UK or Kenya

# About Development Initiatives

Development Initiatives (DI) unlocks the power of data to enable policies and investments that improve the lives of people experiencing poverty, inequality and crisis.

## Our mission

Our mission is to work closely with partners to ensure data-driven evidence and analysis are used effectively in policy and practice to end poverty, reduce inequality and increase resilience.

While data alone cannot bring about a better world, it is vital to achieving it. Data has the power to unlock insight, shine a light on progress and empower people to increase accountability.

We focus on three core areas to maximise our impact and achieve our mission:

- Strengthening data ecosystems and improving data quality by helping others to collect, share and manage data and use data responsibly and effectively
- Increasing use of high-quality, actionable and data-driven analysis that can be used in policy and practice
- Creating a culture of data use by growing people's skills, expertise and confidence in data.

And we support partners to:

- Better respond to people's needs through improved quality and use of data and evidence in policymaking
- Improve the quantity, quality and coherence of public finance and private investment
- Challenge systemic and structural barriers to equity and support the reform of existing systems.

We work at global, national and local levels, through a global hub connected to a growing network of regional hubs and partners. In the last five years alone, our work has covered 78 countries, and we currently have staff based in Kenya, Uganda, the US and the UK.

## Our core values

At DI, our core values serve as the guiding principles that shape culture, behaviour and decisions. Our core values embody the type of organisation that we are. Our quality standards and achievements require unwavering commitment to professionalism and diligence from everyone and you'll find that our core values run through all that we do,

and we expect everyone at DI to embrace these values in everything they do, including how they behave. Our core values are:

### **Purpose-driven**

Everything we do is motivated by our shared desire to contribute to positive change in the world.

### **People-centred**

We are supportive, friendly and considerate, with mutual respect for how people think, work, live and identify so that together we thrive.

### **Transparent**

Openness and honesty are at the heart of how we work, driving high levels of trust as well as fair and ethical practice

# Communications & Media Officer

## Role content and purpose

The multidisciplinary Communications & Influence team delivers strategies to maximise DI's impact. This includes managing annual communications planning, content development and campaign delivery across our global hubs, and supporting DI's business development strategy.

The Communications & Media Officer will help drive communications planning and hands-on delivery across multiple thematic areas. The post-holder will join a team of three and report to the Head of Communications & Influence who is based in the UK. The ideal candidate will have sound knowledge of the international development sector and policy environment; experience of delivering communications strategies to drive change with evidence of impact; excellent organisational and project management skills; experience of building relationships with diverse external partners; and excellent practical skills across social media and design.

## Contractual details

Start Date:	As soon as possible, depending on notice period
Length:	<b>UK:</b> Permanent <b>Kenya:</b> Initial fixed-term contract for 12 months. The FTC is eligible for renewal, contingent on funding, for an additional period of up to 2 years, following the initial one-year term.
Location:	Generally, we have a flexible working approach with working from home and travelling to the relevant closest office at least once a month. <b>UK:</b> We have a UK office in Bristol. <b>Kenya:</b> We have an office in Nairobi.
Salary:	<i>Local pay ranges are developed using external sources to job match and benchmark our roles to ensure that we are paying salaries that are competitive for the relevant market in which that role exists. This allows us to have a local market-competitive pay framework that is simple and transparent.</i> <b>UK:</b> £32,500 – £37,170 per annum, depending on experience <b>Kenya:</b> KES 2,500,000 – KES 3,496,500 per annum, depending on experience
Hours:	35 hours a week
Probation:	12 weeks
Leave:	25 days plus bank/public holidays

## **Duties and responsibilities**

This will be a varied and hands-on role and is likely to include some or all of the following, as well as other duties not listed here from time to time:

- Lead on the delivery of creative and engaging communications strategies, plans, and activities for projects targeting different audiences.
- Conduct research to produce insight on the external policy environment, partners and audiences to ensure our communications are appropriately tailored and targeted.
- Develop DI's social media strategy, including assessing DI's current social media presence and the pros and cons of potentially expanding to new platforms; and own day-to-day management of DI accounts (currently X, LinkedIn and YouTube).
- Produce compelling communications assets such as graphics, animations, podcasts, slide decks and social media content.
- Maintain contact databases.
- Track and report on quantitative and qualitative engagement metrics and use these insights to improve future communications.
- Help oversee the work of external agencies that involves close consultation and buy-in from a range of stakeholders.
- Act as DI's press officer, writing press releases and op-eds; managing contacts and outreach with journalists; and pitching stories and tracking coverage.
- Represent DI externally in communications planning meetings.
- Organise and promote events with external and internal stakeholders.

## **General responsibilities**

- Be aware of and take personal responsibility for any health and safety issues and obligations.
- Uphold all aspects of company policies and procedures and legal requirements in relation to personal conduct.
- Prepare for and engage in one-to-one meetings and performance management appraisals.
- Maintain professional development and personal development plans.
- Be willing and committed to take on new work as and when required and be proactive.

No job description or role profile can encompass all tasks and duties that may be required, and we will expect the postholder to carry out other duties and tasks from time to time that are broadly consistent with those in this document.

## Person specification

### Essential

- Significant experience in a similar role, with a proven ability to deliver communications and media strategies to drive change.
- Excellent writing skills across a range of mediums, with a particular ability to write about complex technical subjects in plain English for specialist and non-specialist audiences.
- Substantial experience managing social media channels and campaigns.
- Proven ability to work collaboratively across teams and with external partners to build productive working relationships.
- Creativity, ability to generate new ideas to drive communications.
- Experience managing media work.
- Excellent organisational and time management skills.
- Flexibility and openness to working on varied tasks.
- A proactive attitude and the ability to work independently to solve problems.
- High attention to detail.
- Excellent written and spoken English.
- Proficiency in Microsoft Office, including Word, Excel, PowerPoint and Outlook.
- Excellent skills in some or all of the following: graphic design, photography, videography, photo, video or audio editing, Adobe or other design software.

### Desirable

- At least three years' experience working in international development.
- Knowledge and experience of the policy environment in international development, development finance, and climate and humanitarian action, particularly in Africa.
- Advocacy experience with demonstrable impact on policy, including coordinating strategies with multiple external stakeholders.
- Experience of internal communications.
- Experience organising events.
- Experience working with external agencies.

### Application details

Your CV (no more than two pages) and covering letter, which should detail your skills and evidence of experience and how it relates to the job description, should be uploaded to our [online application portal](#). Your letter should also include your salary expectations, notice period/available start date, where you saw the job advert, and any reasonable adjustments you might require.

Early applications are highly encouraged; we will be reviewing submissions as they arrive, and interviews will be held periodically. As we are recruiting on a rolling basis, we reserve the right to end recruitment without notice.

## Other

We welcome applications from all sections of the community.

We have a duty to prevent illegal working by checking potential employees' documents, before employing them, to ensure they have the right to work in the country in which this post is based.

Development Initiatives is an equal opportunities employer, and in line with our policies, we aim to ensure that no job applicant receives less favourable treatment on the grounds of race, colour, nationality, religion, ethnic or national origin, age, gender, marital status, sexual orientation or disability.

## Working together

*People are our greatest asset.* It's a well-used saying, but at DI it really is true.

We acknowledge that we work in an environment where the pace is often fast, and we need our people to be able to respond swiftly and creatively to new situations and demands, so it makes sense that the better our employees are, the more effective we will be. For this reason, we work hard to create an environment that meets everyone's needs.

In line with our values (people-centred, purpose-driven and transparent), we aim for a culture of honesty and openness and want to attract and retain talented people who share our vision. We also like to offer individuals the space to use their talents in an innovative working environment with colleagues who are passionate about our vision. We also offer:

## UK

- Informal Work environment (e.g. casual dress)
- Pension scheme with 5% employer contribution
- Flexible working arrangements (e.g. homeworking, flexitime)
- Healthcare scheme with employee assistance programme
- Paid study leave and financial support
- Paid professional membership fees
- Buy/sell holiday scheme
- Enhanced holiday entitlement, plus all bank and public holidays and discretionary paid time off at Christmas
- Enhanced policies on family leave
- Up to five days' paid volunteering leave (addressing poverty/helping vulnerable people).
- A free gym within the office building

## Kenya

- Informal work environment (e.g., casual dress)
- Pension scheme with 5% employer contribution
- Flexible working arrangements (e.g., homeworking, flexitime)
- Medical Insurance
- Paid study leave and financial support
- Paid professional membership fees
- Buy/sell holiday scheme
- Enhanced holiday entitlement, increasing with service, plus all bank and public holidays and discretionary paid time off at Christmas
- Enhanced policies on family leave
- Up to five days' paid volunteering leave (addressing poverty/helping vulnerable people).