Head of ALNAP Communications – ALNAP

Ref.: ALNAP0123

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ODI is an equal opportunities employer.

The ODI is a Charitable Company limited by guarantee:
Candidates are strongly advised to study ODI’s activities and objectives before completing an application form. Further information can be found on [odi.org](http://odi.org).

An introduction to ODI

Who we are

ODI is a leading global affairs think tank. We inspire people to act on injustice and inequality. We focus on research, convening and influencing, to generate ideas that matter for people and planet.

ODI has around 200 staff, most of whom are researchers with the remainder providing a range of communications and professional expertise.

What we do

We lead thinking and agendas to deliver transformational change and bring about a global sense of resilient, just and equitable prosperity.

- We undertake cutting-edge research and analysis to generate evidence, ideas and solutions.
- We act as trusted, expert advisers to those making change around the world.
- We bring people together to turn ideas into action.
- We communicate our work around the world to increase its reach and impact.

Our work

Our work addresses four key global challenges:

1. Shaping the future of global cooperation
2. Tackling the climate, environment and biodiversity crisis
3. Fostering a more equitable and sustainable global economic order
4. Advancing human rights, addressing conflict and promoting peace

Digitalization cuts across these global challenges and is also a key focus of our work. Across these themes, we explore the tools and approaches needed to enable progress and address risks.

Our values

ODI is guided by four core values. Together we are **fearless, inspirational, rigorous and ethical** (F.I.R.E) in all that we do.
# F.I.R.E

**ODI’s Values-Behaviour Framework**

<table>
<thead>
<tr>
<th>Values</th>
<th>Guiding Principles</th>
<th>Attitudes &amp; Behaviours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fearless</strong></td>
<td>We have the courage to take an independent perspective</td>
<td>• We are passionate about our mission and work as one to achieve our purpose;</td>
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<tr>
<td></td>
<td>We are not afraid to challenge the status quo</td>
<td>• We are committed to being the best, striving for quality and excellence in everything we do;</td>
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<td></td>
<td>We are agile and prepared for change</td>
<td>• We work strategically and in partnership to deliver shared goals;</td>
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<td></td>
<td>We speak out against injustice and unacceptable behaviour</td>
<td>• We are wholehearted in working to our stated values, codes of ethics &amp; conduct;</td>
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<tr>
<td><strong>Inspirational</strong></td>
<td>We are passionate about our mission and purpose</td>
<td>• We take care to work within the boundaries set by the legislature, funders, regulators and professional bodies;</td>
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<tr>
<td></td>
<td>We are truly international, working in partnership to tackle issues of global and local concern</td>
<td>• We respect and celebrate the diversity of the places and cultures in which we operate;</td>
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<td></td>
<td>We strive for excellence and to be the best at what we do</td>
<td>• We strive to be inclusive and are active in promoting a supportive work environment;</td>
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<tr>
<td></td>
<td>We aim to be a positive influence for change</td>
<td>• We are proud to work for ODI, promoting the good reputation and image of the organisation, wherever we may be in the world;</td>
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<tr>
<td><strong>Rigorous</strong></td>
<td>We are experts in our field</td>
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<td></td>
<td>We are socially and culturally aware</td>
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<td></td>
<td>We ensure high quality analysis and evidence that is robust</td>
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<td></td>
<td>We facilitate the transformation of ideas to policy</td>
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<tr>
<td><strong>Ethical</strong></td>
<td>We act in accordance with our Codes of Conduct</td>
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<tr>
<td></td>
<td>We are zealous in our safeguarding &amp; ethical research practices</td>
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<td></td>
<td>We abide by our written rules on business ethics</td>
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<tr>
<td></td>
<td>We believe in transparency, openness, honesty, fairness and integrity in everything we do</td>
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Job description

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Head of ALNAP Communications</th>
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</thead>
<tbody>
<tr>
<td>Department/Programme:</td>
<td>ALNAP</td>
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<tr>
<td>Responsible to:</td>
<td>Director, ALNAP</td>
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<tr>
<td>Responsible for:</td>
<td>Digital Communications Manager (Communications Manager)</td>
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<td></td>
<td>Communications Officer</td>
</tr>
</tbody>
</table>

Purpose of Job:

ALNAP is the global humanitarian network for advancing humanitarian learning. ALNAP currently has over 100 member organisations and holds a unique position within the humanitarian sector. Its members include international and national NGOs, United Nations agencies, members of the Red Cross/Crescent Movement, bilateral and multilateral donor organisations, networks and academics – all dedicated to learning how to improve responses to humanitarian crises. Created as a result of the recommendations of the Rwanda Genocide evaluation in 1997 our mandate is to improve the quality, availability and use of knowledge and evidence from humanitarian responses, working across a diverse range of humanitarian actors to make the system perform better and be more accountable.

The Head of Communications will play a key role in the network. They will lead the strategic development and delivery of a Communications Strategy targeting diverse audiences across the sector to enable the systematic uptake and utilisation of knowledge and learning, ultimately leading to improved humanitarian performance.

The successful candidate will be someone with significant strategic communications experience, ideally within the humanitarian or development sector and with research teams. They will have a clear track record in achieving research uptake and impact across diverse audiences. They will be a confident leader with high levels of creativity and the ability to bring new and innovative approaches to ALNAP’s work. Their strategic leadership will enable a step change in ALNAP’s communications, building on our current work to further enhance the connectedness of our network as well as expand our reach and uptake across the humanitarian sector.

Main duties and responsibilities:

**Strategic leadership of ALNAP communications**

- Working closely with the communications team, lead on the development and delivery of ALNAP’s Communications Strategy and associated workplans aimed at supporting the enhanced reach, uptake and influence of ALNAP’s work
- Build on ALNAP’s existing work to strengthen communications and engagement across our Network as well as to further extend our reach beyond our current membership
- Engage with emerging communications concepts and best practice and ensure the ALNAP Communications Strategy and plans are responsive to an evolving communications landscape
- Work with the ALNAP Secretariat and Steering Committee to ensure clear definition and targeting of priority audiences across the humanitarian sector
• Work with the communications team to develop and deliver audience engagement strategies with the aim of increasing and deepening ALNAP’s engagement with priority audiences
• Work with the Digital Communications Manager to deliver a Digital Engagement Strategy and new learning platform that caters to the needs and challenges of time-poor humanitarians
• Work across the Secretariat to ensure that all workstreams are informed by and contribute to the ALNAP Communications Strategy
• Work with the Secretariat leadership to shape ALNAP’s approach to measuring and monitoring its impact, and put in place mechanisms by which to monitor the effectiveness of the communications strategy and adapt approaches as necessary
• Promote and strengthen ALNAP’s brand identity and associated messaging to increase brand awareness amongst our priority audiences

Innovation and creativity
• Bring innovative and creative new thinking and approaches to a small and busy communications team
• Explore and pilot new ways to expand the global reach of ALNAP products and improve the uptake of new ideas
• Review ALNAP’s traditional communications approaches to understand what works for our audiences and where there is opportunity to try new communications approaches, including for events/meetings, blogs/vlogs, research reports, and digital channels among others
• Work closely with colleagues to adapt existing communication approaches and innovate new ones to offer forward-thinking learning opportunities in response to changes in context, such as the shift to virtual conferences as a result of the recent pandemic
• Oversee the delivery of communications related research (such as the current Communicating Humanitarian Learning research project), ensuring that findings are shared and taken up with the sector and integrated into future ALNAP approaches

Delivery
• Drive improvements in communications processes, products and tools across the portfolio
• Work closely with relevant teams and colleagues to ensure alignment and efficiencies between organisational and project-specific communications processes
• Take a significant role in development and delivery of flagship projects (i.e. State of the Humanitarian System report, ALNAP Annual Meeting…) to maximise impact of these projects
• Ensure projects are delivered on time, on budget, to high standards of quality and in keeping with ALNAP’s brand
• Share knowledge gained through project delivery and wider experiences with the ALNAP team, including informal training/coaching attached to best practice models of evidence-based communications and uptake strategies
• Engage closely with ALNAP colleagues to drive opportunities for collaboration across projects

Team management
• Manage the ALNAP communications team including recruitment and performance management
• Lead, coach and support team members, to enable the further development of a high performing team
• Provide induction and appropriate training to staff to ensure they perform at the standards required to deliver the needs of the organisation
• Model and promote the application of ALNAP and ODI values within the team and with others
**Person Specification**

### Experience
- Significant experience of leading the development and delivery of strategic communications in a humanitarian, development, policy or research organisation
- Development and implementation of strategic communications planning processes and systems across an organisation
- Audience/stakeholder analysis and segmentation
- Brand management and development in a global context
- Design and delivery of communications that support the uptake of evidence by a diverse range of audiences across the humanitarian sector
- Strategy development
- Significant experience in developing and delivering digital/social media strategies
- Experience of delivering online and in-person events
- Project management working with senior stakeholders and contributors from a variety of disciplines
- Line management of teams
- Managing budgets and resourcing
- Managing consultants and suppliers
- Representing an organisation to external audiences
- Working in a global network

### Skills
- Outstanding communication skills, including writing for diverse audiences and making complex ideas accessible to different stakeholders
- Confident problem-solving and decision-making abilities – as well as the ability to propose new ways of working and new approaches, and to then carry them through to completion
- Strong organisational and time-management skills, with the ability to work under pressure and to tight deadlines
- People management
- Ability to work across multiple complex projects and accurately identify resourcing needs
- Resource and financial management skills
- Working knowledge of Adobe Creative Suite and an eye for design
- Ability to take a long-term view, while meeting day-to-day operational needs
- An ability to respond quickly and flexibly to emerging issues
- A professional approach, with integrity, judgement and discretion
- Ability to coach, mentor and inspire staff, as well as to listen to, and consult, colleagues

### Key relationships and contacts
- Director
- Digital Communications Manager and Communications Officers
- Head of Research and Impact
- Research colleagues
- Operations colleagues
Application process

ODI job site: https://odi.org/en/careers/

Expenses: It is our policy to only support the travel expenses to attend an interview for those who are travelling from outside the UK. Please contact the HR Department to discuss this and to ensure their approval prior to booking.

Terms of employment

Location: Global

Salary: Competitive salary. Starting salary will be dependent on qualifications and experience, and subject to review. Part of a generous remuneration package (including benefits such as: complementary pension scheme /or contribution as percentage of annual salary, allowances/benefits package appropriate to the location of the role, generous a leave entitlement, and enhanced maternity, paternity and family friendly policies.)

Hours: 09:30–17:30, Monday to Friday, 35 hours per week.

Contract: Fixed-term All contracts of employment are subject to a six-month probationary period.

Additional benefits

Flexible working options: Support in maintaining a healthy work-life balance, e.g. part-time working, compressed hours, term-time.

Hybrid working: Working at the hub/remote within the UK.

Maternity, paternity and adoption leave: Enhanced pay for eligible employees after a qualifying period.

Employee assistance programme: Confidential Health and wellbeing support.

ODI Groups: A number of social and cross-department work groups, e.g. Podcast Society, Book Club, The Anti-Racist Reading Group, Softball Team, Diversity Forum and others.
**Other information**

ODI hub is based at: 203 Blackfriars Road, London, SE1 8NJ.

The hub is close to a wide range of cafes and bars, and to Waterloo, Waterloo East and Southwark stations. Central location with good transport connections to all parts of London.

ODI hub is within easy walking distance of South Bank Concert Halls, the Old Vic and National Theatres.

ODI is an equal opportunities employer.

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