

ROLE DESCRIPTION

Job title: Communications Consultant, Fair Finance

Location: Remote working

Managed by: Head of Communications and Membership

Contract: Consultancy, rolling basis until the end of 2024. This role is also available as a part-time job post.

Salary: Up to £19k per annum

Days: Expected x2 per week, dependent on experience

Deadline: Monday 27 May (interviews held on an ongoing basis, so applicants are advised to apply early)

Background

Consumers International is the leading global membership organisation bringing together over 200 consumer organisations in more than 100 countries to empower and champion the rights of consumers.

We work with our Members and partners across national borders to address critical, systemic global issues that impact consumers. Representing and empowering consumers, we are their voice in international policy-making forums and the global marketplace to shape a world where everyone has access to fair, safe and sustainable products and services.

Working for Consumers International provides the opportunity to build solutions and partnerships to address the foremost marketplace issues and opportunities at global scale. See a selection of our most recent achievements [here](#).

Purpose of the role

We are looking for enthusiastic consultant ready to work in a fast-paced organisation who can easily grasp and communicate impact to the different audiences across our work for fair finance. The consultant will be an exceptional writer across different platforms and a strategic thinker, with a solid understanding of our audiences and the best ways to share our story with them. They will join up three components of our finance work – transparency, consumer voice and our Fair Digital Finance Accelerator – with a core focus on our consumer voice profile. They will love the opportunities that come with working in an entrepreneurial environment, with a drive to deliver excellence and aptly raise our profile across core moments part of our fair finance agenda - launches of our latest findings and research, events and campaigns.

Key Responsibilities

Content generation

- Draft compelling content for the different audiences of our fair finance work and for a broad suite of communications, including for our website, social media, materials and externally placed opinion pieces. Both this and the Leadership responsibility are core focus areas for this position.

Leadership

- Develop the Communications Strategy for our Fair Finance work, creating informed and compelling messages and strategic KPIs which help deliver on programme and organisational goals and resonate with audiences.
- Provide strategic oversight to the design, delivery and evaluation of core global finance moments (such as research, events and campaigns).
- Navigate any communications issues relating to this work.

Driving efficiency and continuous improvement

- Use and develop efficient systems and processes to help improve how we plan and evaluate communications for this work, and to pre-plan to mitigate issues.
- Be diligent in monitoring the results of our communications performance, to proactively share outcomes with the team and help to improve outcomes.

Using relationships for change

- Build relationships with our Members, partners and donors to share their story, make them feel valued and ensure they promote our initiatives.
- Collaborate and work closely with the Fair Finance Team, Global Communications Coordinator and Head of Communications and Membership.

Deliverables

Typical deliverables during the tenure of this post will include:

- Content generation for long/short form content placed on our website and social media.
- Content (primarily opinion pieces) developed, pitched and placed on external partner platforms and/or the media.
- Media placement where relevant, including through press releases, letters to editors and op-eds.
- Strategic Communications Strategy for Finance, and project specific communications plans, which shows understanding of our audiences, messages and with goals aligning to organisational KPIs.
- Finance Communications Address book developed across core partners, based on strong relationships developed.
- Materials and/or audio visual content developed (working with external suppliers to do so) as and when there is a case for it.

Personal Specification

ESSENTIAL REQUIREMENTS	CRITERIA
EXPERIENCE & UNDERSTANDING	<ul style="list-style-type: none"> • Over 5 years' experience in communications or another relevant field. • Strong track record of creating compelling communications, particularly for digital (website, social media) and externally placed pieces (opinion pieces). • Evidence of crafting materials that have resonated with funders and partners. • A keen interest and experience in delivering high-profile moments for organisations (for events, research or campaigns). • Demonstrable experience in designing and implementing strategic communications plans which have significantly raised an organisation's profile. • Strong audience mapping, message development and evaluation experience. • Excellent visual eye and brand awareness.
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Comfortable working in a start-up and fast-paced environment, turning barriers into opportunities. • Has a mindset of continuous improvement, takes a proactive approach and brings solutions to issues. • Advanced relationship skills, with the ability to influence, inspire and assert within the organisation and with core partners. • Takes a big picture focus, to help drive long-term change and can navigate issues calmly.
OTHER ESSENTIAL REQUIREMENTS	<ul style="list-style-type: none"> • Strong IT skills with excellent use of MS Office and a good grasp of virtual meeting software (e.g. Zoom or Teams). • Excellent spoken and written communication. • Commitment to the aims, objectives and values of Consumers International.
DESIRABLE REQUIREMENTS	<ul style="list-style-type: none"> • An understanding of the consumer rights movement and digital finance. • Second language would be an asset (French, Spanish or Arabic). • Good grasp of Salesforce and project management tools (e.g. Microsoft Projects and/or other online applications). • Line management experience. • Audio-visual experience.

Our Values

The Consumers International team strives to live the following values:

Leadership	<ul style="list-style-type: none"> • Making tough trade-offs to ensure we deliver against strategy. • Charting a path forward – listening to other perspectives, while being independent of those perspectives. • Self-starting, motivated to put ourselves in leadership positions and drive forward pieces of work. • Striving to bring others with us – colleagues understand the direction we are taking and our reasoning. Viewpoints are sought at key moments and delivery is orientated around the strategy.
Inclusivity	<ul style="list-style-type: none"> • In delivering our strategy, creating the space to listen and understand views, and diversity of participation and representation.
Caring	<ul style="list-style-type: none"> • Caring about the career development and success of our colleagues and how our team collaborates together. • Caring about the future of consumers and members and achieving impact for them through our strategy and change agenda.
Innovation	<ul style="list-style-type: none"> • Pursuing new creative ideas that have the potential to change the world.
Agility	<ul style="list-style-type: none"> • Adapting quickly in response to opportunity.
Efficiency	<ul style="list-style-type: none"> • Generating the greatest impact for the least effort. Keeping it simple and systemising for efficiencies.
Excellence	<ul style="list-style-type: none"> • Delivering work to the highest standards with professionalism and integrity. The quality of work is evident to all.
Passion	<ul style="list-style-type: none"> • Passion for a safe, fair, and sustainable marketplace for consumers drives our impact and the achievement of our organisational goals. • Engaging with energy and excitement.

This is a description of the job as it is presently constituted. It is the practice of Consumers International to review job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This will be conducted in consultation with you. It is the organisation’s aim to reach agreement on changes, but if agreement is not possible, Consumers International reserves the right to insist on changes to your job description, after consultation with you.

How to apply:

If you are interested in this position, please share your CV and a covering letter combined in one word document (no more than four pages), and two examples of content you have developed with recruitment@consint.org.

Your cover letter should explain clearly how your skills and experience relate to the criteria detailed in the person specification section of this job description.

Deadline for applications: Monday 27 May. Interviews will be held on a rolling basis so applicants are encouraged to apply early.

For any questions relating to the job role, please contact Charlotte Broyd, Head of Communications and Membership: cbroyd@consint.org.

Updated: March 2021

Consumers International is an equal opportunities employer with a policy to ensure that no job applicant or employee should receive less favourable treatment on any grounds not relevant to good employment practice.