



- Job Title:** Media and Communications Manager
- Job purpose:** Drive forward Health Poverty Action's communications coordinating across the organisation to deliver bold and impactful communications that raise the profile of HPA and inspire and engage our target audiences.
- Responsible to:** Head of Fundraising and Head of Policy and Campaigns
- Salary:** £34,301 rising to £38,165, inclusive of London weighting
- Hours:** Full or part time considered
- Closing date:** Sunday 21 July 2019 at 11:59 pm
- Interview dates:** Monday 29 July and Tuesday 30 July 2019

Please send your application form to: personnel@healthpovertyaction.org

Please note that due to a potentially high number of applications, only shortlisted candidates will be notified.

BACKGROUND

Health Poverty Action acts in solidarity with health workers, activists and communities worldwide to improve health and challenge the causes of poverty.

Our distinct approach can be summarised as a combination of three features:

- **We approach health as an issue of social justice**
Health is a human right that many are currently denied. The greatest causes of poor health worldwide are political, social and economic injustices. This is a global scandal which causes unnecessary suffering on a massive scale.

We tackle these complex root causes of social injustice in two ways. Firstly, we work in partnership with communities to help them take back the power to improve their own health. Secondly, we campaign on a national and international level to change policy, and destroy unjust power relations.

- **We prioritise those missed out by others**
We believe in health for all, without exclusion. Development organisations tend to cluster together, which leaves large populations with almost no support at all. People may be living in hard to reach areas, or are difficult to support for

some other reason. We make these most neglected populations our highest priority.

- **We address the full range of factors which impact on health**
Health is a combination of physical, mental and social wellbeing. As well as strengthening health services we work on areas such as nutrition, water, sanitation, gender discrimination, and income generation. Tackling one cause of poor health in isolation can give the appearance of improving health in the short term, but tackling numerous factors together saves lives.

We are acutely aware of how our own power dynamics as an organisation impact on the people we work with, and we work in partnership with communities to create long term relationships built on trust.

We are part of a global movement for health justice – the People’s Health Movement (PHM). The PHM is today’s embodiment of the primary health care movement and the radical vision it set out continues to rally health workers and policy makers worldwide. This quote from the founding document of this movement, the People’s Health Charter, sums up the essence of Health Poverty Action’s values and identity:

“Health is a social, economic and political issues and above all a fundamental human right. Inequality, poverty, exploitation, violence and injustice are at the root of ill-health and the deaths of poor and marginalised people. Health for all means that powerful vested interests have to be challenged, and that political and economic priorities have to be drastically changed. This Charter encourages people to develop their own solutions, and to hold accountable local authorities, national governments, international organisations and corporations.”

JOB DESCRIPTION

Context of the role

Health Poverty Action occupies a unique position: we have a radical, political analysis and believe realising the right to health requires fundamentally reshaping the global economy. We campaign on the root causes of global inequality such as drug policy reform, trade and public services, primarily targeting governments of the Global North who bear a particular responsibility for undermining health globally. Alongside this we run programmes in 18 countries that directly address the health needs and wider determinants (such as water, sanitation, nutrition and gender based violence) of those who have been pushed into poverty. We have particular expertise in providing culturally appropriate health services to indigenous people and other ethnic minorities.

The breadth of our work is a strength, but requires strong leadership and coordination to ensure we communicate with clarity and purpose. This is an exciting opportunity to really make your mark, spearheading communications across the organisation to raise Health Poverty Action’s profile and generate support amongst key audiences.

This is a demanding and varied job requiring a range of leadership and organisational skills, the ability to communicate complex information in a compelling way, and achieve great impact and profile with limited resources. It’s a key organisational role which, alongside the Head of Fundraising and Head of Policy and

Campaigns, will shape Health Poverty Action's communications and be responsible for driving them forwards.

Whilst the role currently does not involve people management, communication is integral to many roles in the Fundraising, Policy and Campaign and Programmes teams. This role is vital in coordinating this. You will work closely with the Heads of both teams and provide leadership to a small Media & Communications Working Group to ensure that we communicate in line with our radical vision and ensure clarity, consistency and impact. We aspire—with your support—to expand and develop the communications function in coming years, so this role is likely to require people management in future.

You will ensure we communicate in ways that are consistent with Health Poverty Action's values. We believe in context, and recognise that poverty is created. We treat the communities we work with around the world and the audience we are communicating to with respect. We try to describe Health Poverty Action's contribution with humility. Applying learning from research commonly referred to in the sector as *Values and Frames*, we seek to appeal to the best rather than the worst in people—engaging their sense of justice and desire to work for a fairer world.

Benefits of working with Health Poverty Action

- Flexible working hours
- Working with passionate, value-driven people
- Additional time off between Christmas and New Year
- Pension contribution
- Limited bureaucracy
- Casual work environment
- Opportunities for professional development

Key responsibilities

We recognise this is a broad role. The following outline provides a view of the scope of the work, within which your strategies and priorities will be agreed with the Head of Fundraising and Head of Policy and Campaigns.

Strategy and coordination

- Devise the organisation's communications strategy in collaboration with the Heads of Fundraising and Policy and Campaigns
- Lead on delivering the above strategy, coordinating across teams and ensuring we reach our target audiences with impact
- Act as the messaging and brand custodian to ensure communications are timely and consistent with our values and voice
- Maintain an up-to-date knowledge of the latest developments in communications, helping Health Poverty Action to be among the pace-setters
- Generate and monitor data and test outputs to continually improve our impact

Website and digital communications

- Manage the Health Poverty Action website, ensuring it is accurate, engaging, effective, frequently updated and well optimised for search engines
- Promote the brand and content with effective use of social media, supporter newsletters, videos, blogs and other traditional and emerging communications technologies

- Research and write content, and organise and edit contributions from others.
- Monitor, analyse and report on audience reach and response

Media and outreach

- Work creatively alongside other teams to achieve high profile for Health Poverty Action and its messages in print, broadcast and online media
- Monitor the external environment to identify and react quickly and creatively to opportunities to exert influence and promote Health Poverty Action's agenda
- Develop, maintain and track relationships with key journalists and media contacts, and keep records of these relationships and coverage
- Develop, edit and promote news stories and opinion pieces in collaboration with other teams
- Develop creative outreach initiatives, such as video clips, games, funny and satirical photo stunts

Generating income and recruiting new support

- Work closely with Health Poverty Action's fundraising and programmes staff to maximise opportunities to generate new financial support
- Use innovative communication techniques to generate donations from the general public
- Promote (and contribute ideas to) Health Poverty Action's fundraising activities, campaign actions and other public campaigns initiatives

General

- Check communications content with key stakeholders to safeguard Health Poverty Action's work, beneficiaries, and the security of its staff and partners worldwide
- Maintain knowledge of Health Poverty Action's policy positions and advocacy priorities, including a good understanding of its influencing tactics and the political nuances involved with appropriate messaging
- Manage relationships with consultants, volunteers and agencies when certain areas of work need to be outsourced
- Develop and deliver internal training on communications topics such as storytelling and photography
- Travel if/when appropriate nationally and internationally to deliver training, attend meetings, and collect case studies, photos and content

PERSON SPECIFICATION

The role is broad and we recognise and that no one can be an expert in every area. If you are a dynamic and driven person and fulfil much of the core criteria, we encourage you to apply.

Core Criteria

- Passionate and demonstrable commitment to Health Poverty Action's work and values
- Proven ability to communicate using appropriate styles, methods and timing, including digital channels (i.e., WordPress, Campaign Monitor, Twitter, Facebook and Instagram), to maximise understanding and impact

- Experience of working with journalists and securing high profile media coverage
- Outstanding copy writer and editor
- Ability to plan, implement and evaluate communications strategies or projects and balance priorities, demonstrating innovative and creative thinking
- Ability to identify communications priorities and stories within an organisation, and deliver in a way that meets audience needs
- Experience of engaging with (and contributing to) campaign strategies, and maintain a good understanding of the political nuances associated with effective messaging
- Ability to enthuse and inspire others to support Health Poverty Action's work
- Experience of data management and segmented communications
- Experience of analysing digital data, such as using Google Analytics/Google Tag Manager or other software to measure impact, audience and performance
- Ability to create a positive working environment in which equality and diversity are respected
- Dynamic self-starter, able to work with minimal supervision
- Exceptional attention to detail and accuracy
- Excellent negotiation and diplomacy skills, with the ability to find ways of getting things done cross-organisationally
- Able to contribute to a friendly, inclusive and supportive environment of energy, enthusiasm and collective success
- Able to handle pressure and tight timescales and meet and monitor deadlines and targets
- Commitment to Values and Frames
- Able to travel internationally and work unsocial hours on occasion

Desirable Criteria

- Design skills (for example Photoshop or InDesign)
- Detailed knowledge of Values and Frames theory
- Video editing skills
- Experience of campaigning and personal activism
- Experience of fundraising
- Knowledge of global poverty, public health issues and associated campaigns
- Experience of delivering communications training
- Experience of managing Google Adwords
- Knowledge of paid social media advertising

TERMS AND CONDITIONS

Salary

£34,301 rising to £38,165, inclusive of London weighting

Hours

35 hours per week. Evening and weekend work may sometimes be required, for which time off in lieu can be taken. Health Poverty Action believes in supporting flexible working as much as it reasonably can. We will consider applicants to work on a part-time and a flexible working basis where possible.

Holidays

25 days per year, plus the time between Christmas and New Year and English public holidays. An additional day leave is added for each two years completed service, up to a maximum of 3 days.

Pension

Staff are encouraged to join Health Poverty Action's pension scheme. Health Poverty Action will match your contributions up to a maximum of 5% of gross salary (and subject to a minimum contribution of 3%).

Location

The post is based at Health Poverty Action's offices in Vauxhall (central London). Candidates will therefore need to either have or be able to acquire the right to work in the UK. The post may involve some international travel.

We actively support and encourage people from a variety of backgrounds, experiences and skill sets to join us and help shape what we do. We are particularly keen to hear from ethnic minority candidates.

At Health Poverty Action we celebrate diversity and promote equality and inclusion amongst all of our staff and everyone we work with. We actively support and encourage people from a variety of backgrounds, experiences and skill sets to join us and help shape what we do. We are particularly keen to hear from ethnic minority candidates.

Thank you for considering working with Health Poverty Action.