

Terms of Reference

Consultancy title: Communications Manager (six month maternity cover)

Reports to: *Rosa Argent, Director of Network Engagement and Communications*

Consultancy Purpose/objectives:

We are seeking a six months maternity cover, part-time (first half of 2025), to raise the profile of the CHS and promote the work of the CHS Alliance amongst key audiences including members, partners, media and the wider sector.

In this role you will be working remotely to devise and execute communications plans that support our initiatives and enhance our mission. You will also be responsible for producing engaging and persuasive communications materials, including monthly newsletters, social media content and the annual report 2024.

1. Background:

CHS Alliance is a global alliance of more than 200 humanitarian and development organisations committed to making aid work better for people. Through implementing the Core Humanitarian Standard (CHS), we work with our members and partners to strengthen accountability to people affected by crises.

2. Main responsibilities

- Develop and implement integrated communication strategies to reach and mobilise target audiences including members, donors and key partners and strengthen the CHS Alliance brand;
- Develop and maintain a range of print and digital materials to effectively and proactively communicate the CHS Alliance's mission, vision and main messages to key global audiences;
- Manage the editorial calendar and content plan for the monthly CHS Alliance newsletter;
- Support the Director of Network Engagement and Communications on media relations, identifying opportunities for proactive media outreach and drafting reactive messages.
- Maintain and update content on the CHS Alliance website using the Content Management System, to ensure information is current, clear, concise and engaging;
- Oversee/coordinate the design, delivery and evaluation of member-wide campaigns working closely with senior staff to support and encourage members to act as advocates for the CHS.

3. Key deliverables

- **Annual report** – copywrite and project manage the delivery of the digital 2024 Annual Report (for publication 1 April), working with graphic designer
- **Newsletters** – refresh the Mailchimp newsletter, producing 6x editions in total (for Jan/Feb combined, Mar, April, May, June, July)
- **Messaging and brand evolution** – work closely with the Director of NEC to ensure CHS Alliance position in sector is coherent and strengthened (includes updating of funding pitch, website copy, reviewing materials)
- **Support for programmatic work on LOCALED and, PSEAH initiatives including the investigators qualification training scheme** - help identify proactive opportunities for reaching & engaging key audiences including earned media and sector wide event leadership opportunities
- **Developing an editorial calendar** for Q1-2 that includes both membership comms (awareness campaign to encourage verification) and opportunities to engage external audiences
- **Social media** – assist with content production and scheduling of content to support comms & organisational objectives

4. Stakeholders/key contact

Internal: Director of Network Engagement and Communications, Network Engagement Manager, Membership Officer, Executive Director and policy and programme staff.

External: Web and other support services; members, media, sector partners

5. Person specifications

- University degree or equivalent professional qualification, with at least 7 years' experience working in not-for-profit communications
- Experienced plain language copywriter and content producer
- Experience working in the humanitarian and development sectors
- Ability to develop and implement a communications strategy for a global organisation
- Media relations experience
- Fluency in written and spoken English
- Strong interpersonal skills
- Creative and proactive problem solver
- Flexibility and able to work collaboratively in a small, multicultural team
- Committed to the CHS's mission and values

Terms and conditions:

Location: Remote position, but needs to be available to work during European / UK business hours.

Type of contract: Consultancy agreement – the person shall be registered as a consultant in his/her country or work for a consulting firm. Approx. 60% FTE, to be discussed and agreed.

Dates: mid Jan – mid July 2025

Travel: Limited travel to Geneva may be required.