

JOB DESCRIPTION

Job title	Snr Communications Officer		
Location:	6 Bevis Marks, London EC3A 7BA	Travel Required:	Yes, but infrequently
Reporting To:	Head of Communications	Position Type:	Full time

About the role

The Senior Communications Officer's key objective will be to explain and promote both PIDG's approach and the development impact of its infrastructure financing work, and to develop and deliver a content strategy in line with this.

The Senior Communications Officer will work to increase PIDG's communications outputs and impact across owned and earned channels (digital and social media and some traditional media).

Working to and with the Head of Communications the post holder will develop and deliver PIDG's editorial, creative and operational communications work, ensuring that PIDG's communications are influential, engaging, informative and accurate.

Job Description

ROLE AND RESPONSIBILITIES

Fundraising

- Support the Head of Communications on the delivery of the communications elements of PIDG's fundraising strategy.

Partner relations - donors

- Work closely with the Head of Communications and the Head of Investor Relations on building and sustaining key relationships with PIDG Members and their in-country representatives

One PIDG comms

- Proactively work on the integrated PIDG communications in conjunction with the Head of Communications.
- Work on continued improvement of co-ordination between PIDG companies' communications functions, to support delivery of the One PIDG strategy.

- Help deliver on PIDG's two communications objectives:
 - *External* Build support for PIDG's 'blended' public/private infrastructure financing approach, helping deliver transformative economic change and reduce poverty in PIDG's mandated countries.
 - *Internal* Drive the 'one PIDG' approach and settle in the new governance structure.

Content

- Develop and maintain strong working relationships with PIDG Facilities, PIDG Members (donor agencies) and strategic partners
- Identify communications opportunities in accordance with PIDG facilities business planning and member objectives and develop content to support these, working with external partners where appropriate (proactive/campaigns).
- Prepare for and respond to scrutiny from donors, parliamentarians, civil society organisations and the press in donor and host countries (reactive/defensive)
- Lead on campaigns and oversee their delivery
- Provide communication support to PIDG executive team, including but not limited to speeches, presentations, media interviews and other briefings
- Work with the Head of Communications to contribute to the development and delivery of PIDG's communications and engagement strategy and approach.
- As part of this, develop and deliver a content strategy (principally digital, but with the requirement for some print) in support of PIDG and Facilities' business objectives and in accordance with PIDG Members' development interests.
- Draft, edit and publish/upload written and visual content appropriate to PIDG's various owned and earned channels including:
 - press notices
 - case studies
 - blog posts
 - social media material including short posts to LinkedIn and Twitter
 - contributions to formal presentations (eg by CEO)
 - e-newsletter
- Prepare short briefings and defensive lines as needed.
- Manage the delivery of PIDG's Annual Review and other set piece publications.
- Work with external suppliers such as graphic designers, printers, photographers and others – sometimes in remote locations - to deliver outputs to time and on budget.
- Develop and maintain a database of media contacts and liaising with these to support the delivery of PIDG's business objectives.
- Daily management of online communications with target audiences to increase engagement and follower growth.
- Design and implement new digital communications activities to reach key audiences, testing and rolling these out as appropriate; adjusting activity to continually increase the quantity and quality of digital engagement.

- Manage SEO of online content including helping develop and monitor tracking systems that will enable accurate evaluation of the cost effectiveness and value of all online activities, using Google Analytics and other tools.
- Manage the PIDG website and technical suppliers, make updates on a regular basis and lead on the development of new pages and content
- Contribute to the work being done to redevelop PIDG's website to best represent its approach and work, and once developed continue to monitor the design and content of the site to ensure that it is always current and informative.
- Contribute to the development, planning, delivery and evaluation of PIDG events and assisting as needed with preparation for, delivery of and evaluation of third party events in which PIDG is a participant.
- Deputise for the Head of Communications as required.

EXPERIENCE

- 3-5 years in a senior communications role
- Bachelor's degree in communications, journalism, public relations or relevant field.

SKILLS

- Excellent IT Skills
- Ability to plan and prioritise workload
- Be flexible and adaptable
- Excellent literacy skills
- Ability to work and deliver under pressure
- Able to build strong relationships with stakeholder both internal and external
- Ability to communicate and work well with people at all levels
- Attention to detail
- Ability to work with numerical information, plus analytical and problem-solving skills
- Diplomatic approach and the confidence to liaise with high profile company staff and board members
- Integrity and discretion when handling confidential information

PIDG is an equal opportunities employer and values the diversity of all its employees, associates, owners, service providers and customers