



Credit: Jeremy Holden/FFI

## Director of Communications

“In the past century FFI has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough,  
FFI Vice-president

# Fauna & Flora International

Fauna & Flora International (FFI) saves species from extinction and habitats from destruction, while improving the livelihoods of local people. Our guiding principles are to work with and alongside local partnerships, act as a catalyst for change, make conservation relevant, and base decisions on sound science. Founded in 1903, FFI is the world's longest established international conservation body; our conservation work, and impact, spans the globe.

## Communications Department

This is an exciting time to join our communications team. Across the organisation, there is a recognition that in order to achieve the ambitions set out in our new conservation strategy, we need to boost the visibility of our brand among target audiences in key markets, which in turn will support the organisation in meeting its income and influencing goals. Important groundwork is currently under way to help us on this journey: a substantive brand assessment has recently been completed, and we are now in the process of using the results of this research to redefine and reposition our brand to make it more accessible to target audiences. Alongside this, we are developing our website, and have been investing in the team to ensure that we have the right people in place to achieve our ambitions.

## The Opportunity

We are seeking a Communications Director to bring expertise and leadership at this critical moment, providing operational management and strategic guidance to enable our skilled team to realise its full potential, and working with colleagues across the organisation to achieve our shared mission of protecting the natural world. You will have extensive relevant experience in strategic external communications, ideally within the conservation charity sector, and an excellent understanding of the full spectrum of external communications channels and approaches as well as experience of devising and delivering major communications campaigns.

With strong leadership skills, you will be an excellent people manager who is able to support your team members to deliver in their roles. You will also have outstanding interpersonal skills that will enable you to work effectively with colleagues across all levels of the organisation to ensure that communications objectives, priorities and ways of working are well understood, while fostering collaborative and effective relationships between the communications team and others. A good understanding of PR and of the trajectory of digital communications is essential, and you will understand how fundraising works within an international charity as well as how it interacts with communications.

In return, we offer the opportunity to work for a ground-breaking organisation at the forefront of global conservation, with generous pension contribution, attractive annual leave allowance, life insurance and salary exchange schemes. Our offices are located in The David Attenborough Building in central Cambridge, just a few minutes' walk from glorious historic buildings and museums, the picturesque River Cam, the central market and shopping centre, and a host of cafés and restaurants.

# Terms and Conditions

<b>Start Date:</b>	As soon as possible
<b>Duration of Contract:</b>	Permanent
<b>Probation Period:</b>	Six months
<b>Salary:</b>	circa £70,000 per annum
<b>Location:</b>	Fauna & Flora International, Cambridge, UK Current policy offers partial remote working within the UK
<b>Benefits:</b>	25 working days' annual holiday entitlement plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time FFI UK offices are closed  For employees on UK-based contracts, FFI currently provides a pension contribution of 8% of salary after 3 months' continuous employment.  Group Life insurance, currently set at a benefit of 4 x basic salary.
<b>Hours of Work:</b>	This is a full-time position working 37.5 hours per week, Monday-Friday inclusive.

## Job Description

<b>Job Title:</b>	Director of Communications
<b>Reporting to:</b>	Senior Director, Communications and Fundraising
<b>Line manages:</b>	Content Manager, Communications Senior Writer Website Manager Media Relations Manager
<b>Key Relationships:</b>	Communications team FFI's Senior Management Team and CEO FFI's Management Forum, including Programme and Regional Directors Heads of Fundraising teams Communications consultants

**Purpose:**

The Director of Communications is responsible for the development and delivery of the strategic global communications programme in order to maximise FFI's profile, support its income goals and achieve its influencing and project-level impact, while developing and maintaining the organisation's brand.

As a member of the FFI Management team, they play a critical role in reputation management and in ensuring that communications activities align with key fundraising and conservation programme objectives and activities, providing leadership, support and advice to senior directors and programme directors as needed.

**Main responsibilities:****Leadership**

- Lead the development and delivery of FFI's global communications strategy.
- As a member of the global FFI Management Team, advise the Senior Management Team (SMT) and contribute to FFI's strategy development and positioning, providing thought leadership on communications and reputation management aspects of this.
- Ensure the right context is set for fundraising, including significant growth from wider public audiences in the UK and USA while ensuring that FFI's approach to communications is strategically aligned to our conservation strategy and objectives.
- Take the lead on FFI external positioning, reputation management and credibility through a proactive programme of positive, brand-building communications and media engagement as well as developing and maintaining issues management processes.
- Lead the design and delivery of communications actions to support FFI's influencing agenda, including with targeted policy frameworks and private sector actors.
- Promote and facilitate close collaboration with all FFI teams, ensuring a joined up 'One FFI' approach across our communications, and effective and respectful representation of our work with external partners.

**Management**

- Manage and motivate team members through objective setting, continuous performance management, regular appraisals, training access and personal development planning – both directly with line reports, and indirectly by supporting others in the team who have line management responsibility.
- Ensure team and individual work plans are in line with organisational priorities.
- Lead on annual planning, including working with senior leadership colleagues to identify priority themes and topics each year.
- Work closely with fundraising team leaders to ensure that communications and fundraising plans are aligned and complementary and that FFI supporters are at the heart of FFI communications activities.
- Work closely with FFI's Global Policy Director and other Programme Directors to develop communications plans that support FFI influencing objectives.
- Work with FFI-USA to align on communications strategy and opportunities to support fundraising in the USA.

- Manage FFI's communications budget ensuring the right capacity is in place with the right resources to deliver against the communication strategy and objectives. Review and report performance against budget.
- Ensure full and timely compliance with FFI policies and procedures and third-party contracts.
- Develop reports and key metrics for FFI's Senior Management Team and Board of Trustees to provide insights into progress towards strategic communications and organisational objectives.
- Oversee crisis communications management by implementing issues management processes and equipping key stakeholders with training and messaging to protect FFI's reputation against criticism.
- Ensure team cohesion by putting in place adequate opportunities for collaboration and shared problem solving, and by fostering a supportive and productive team dynamic.
- Develop and sustain a clear decision-making framework for reactive opportunities and requests.
- Participate in regular Management Team and Management Forum meetings, providing communications input and other management expertise in order to help solve shared problems, to identify and capitalise on opportunities, and to monitor progress towards FFI's strategic objectives and implement corrective actions.
- Work with senior colleagues across the organisation to ensure that, across the board, FFI is taking a strategic approach to communications.

#### **Content, channel and team oversight**

- Oversee the development of a fresh and vibrant pipeline of materials for FFI, ensuring the team produces high-quality content and assets to support communications and other organisational objectives.
- Ensure FFI's website and digital communications are well-managed, targeted and aligned to priority objectives.
- Ensure that PR activities are strategically driven by organisational objectives and are well integrated with digital and other channels.
- Provide high-level oversight of the development of FFI's communications including direction on objectives, audiences and strategic messaging.

#### **Campaign management**

- Play a leading role in planning, developing and implementing major profile-raising campaigns and initiatives, including helping the communications team manage their workloads to accommodate campaign responsibilities.
- Support communications and programme teams to maximise profile-raising and influencing opportunities arising from major external events.

#### **Reputation and risk management**

- Oversee the establishment and running of reputation management policies and procedures to minimise the risk and impact of damaging publicity.
- Ensure that press and social media are adequately monitored, and act quickly to manage any associated reputational risks, in liaison with the Senior Director of Communications & Fundraising and the Senior Management Team.
- Provide communications and reputational input into Due Diligence requests.

## General

- Ensure the Communications team is well integrated with the regional and cross-cutting teams to maintain stories and internal spokespeople and authors, and work with the communications team to bring these to target audiences.
- Promote collaborative working relationships and integration between the communications team and other FFI teams.
- Boost integration between the communications and fundraising teams to ensure good coordination between awareness-raising and fundraising activities.
- Ensure consistency and accuracy of messaging and brand across the organisation to include the partner-focussed elements of FFI work – respecting and acknowledging the partner role and by promoting our partners.
- Assist in embedding effective communications across the global reach of FFI and guide regional communications staff/consultants to ensure they all contribute towards the global communications strategy.
- Select key suppliers and consultants in accordance with FFI's procurement policy, considering business need, value for money and maximising operational efficiency.
- Provide input to grant proposals and agreements to ensure that these are well thought through, practicable, and in-line with communications policies (e.g. surrounding copyright and sharing of images).
- Support the fundraising team at FFI donor and member events by advising on event-specific materials and attending these in person.
- Ensure communications expertise is contributed to organisational development and, in particular, strategic and business planning.
- Where needed, provide practical support with media opportunities and enquiries.

## Other

- Represent FFI in external fora such as the Cambridge Conservation Initiative, as possible, in agreement with Line Manager.
- Provide summaries and input to speeches for the Chief Executive, SMT, Trustees and vice-presidents as requested.
- Contribute expertise to project-led campaigns where possible and appropriate.
- Oversee general external communications queries from FFI staff, partners and third parties.
- Represent FFI to external audiences at events and one to one meeting.

## Person Specification

	Essential	Desirable
<b>Skills</b>	<ul style="list-style-type: none"><li>• Excellent leadership and people management skills</li><li>• Ability to plan and think strategically</li><li>• Ability to assess and prioritise tasks effectively and to deliver projects on time and on budget</li><li>• Outstanding written communication skills</li><li>• Outstanding verbal communication and diplomacy skills, with ability to present, negotiate</li></ul>	

	and persuade at all levels with confidence and credibility	
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>• Substantial and relevant experience in the field of strategic communications, including practical experience across the spectrum of communications disciplines (e.g. PR, websites, social media and print)</li> <li>• Expertise in at least one area of communications (e.g. PR, web development, social media)</li> <li>• Substantial experience of developing and implementing communications strategies and annual plans</li> <li>• Good understanding of PR and of the trajectory of digital communications</li> <li>• Substantial line management experience, including performance management, mentoring and career development</li> <li>• Experience of planning and managing budgets</li> <li>• Experience of developing and delivering major communications campaigns</li> <li>• Substantial experience of managing teams to deliver complex projects</li> <li>• Experience of working with senior colleagues to ensure that communications objectives are successfully integrated with organisational objectives</li> <li>• Substantial experience of reputation management</li> <li>• Experience of managing consultants to deliver a successful product</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in an international NGO environment</li> <li>• Knowledge of nature conservation issues and approaches</li> <li>• Experience of brand development and management</li> <li>• Experience of speaking to journalists</li> <li>• Experience of carrying out and applying audience research</li> <li>• Experience of communications aimed at the US market</li> <li>• Experience of feeding communications expertise into major grant proposals</li> <li>• Experience as a media spokesperson for the organisation</li> <li>• Experience of speech-writing</li> </ul>
<b>Behavioural qualities</b>	<ul style="list-style-type: none"> <li>• Committed to FFI's mission, vision and values</li> <li>• Supportive, collaborative and approachable</li> <li>• Objective-driven</li> <li>• Able to remain calm within a dynamic and often high-pressure environment</li> <li>• Flexible and adaptable in the face of change</li> <li>• Culturally sensitive</li> <li>• Committed to organisational and legal compliance</li> <li>• Has the personal authority and gravitas to manage relationships with senior staff, vice-presidents, donors and other key stakeholders</li> </ul>	
<b>Other</b>		<ul style="list-style-type: none"> <li>• Ability to undertake international travel</li> </ul>

## FFI Values

Values underpin who we are and how we act. Just as values shape who we are as individuals, they define us as an organisation, creating the culture of success for which Fauna & Flora International (FFI) is renowned. Our people exemplify our shared values, which are interconnected and interdependent:

- We act with integrity
- We are collaborative
- We are committed
- We are supportive & respectful
- We get things done

## How to Apply

Applications, consisting of a covering letter explaining why you feel you should be considered for this post, a full CV (tailored to the role as advertised, highlighting relevant experience and achievements) and contact details for two referees (who will not be contacted without your permission) should be sent to [amanda.mcneely@fauna-flora.org](mailto:amanda.mcneely@fauna-flora.org)

Please mark your application '**Director of Communications**'.

The closing date for applications is **Sunday, 4 December 2022**. Interviews are likely to be held during the week commencing **12 December 2022**. Candidates selected for interview will be contacted by email or telephone – please specify your preferred method of contact in your covering letter and indicate where you saw the position advertised.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

## Applicants with Disabilities

FFI encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, HR Adviser, FFI, on Tel: +44 (0)1223 749044 or Email: [jade.bedwell@fauna-flora.org](mailto:jade.bedwell@fauna-flora.org).

FFI values diversity and is committed to equality of opportunity