

JOB DESCRIPTION

Job title: Senior Communications Adviser

Reports to: Head of Strategic Communications

Location: London

Length: Permanent

Salary: 51,351

Role Purpose

This role will work closely with the Head of Strategic Comms and Natural Resource Governance (NRG) Leader, to help lead the communications of the NRG Team. This role is integral to driving a strong sense of news and public engagement from the campaign, and will lead on relationships with journalists, and on the team's digital communications strategies.

Key Responsibilities and Accountabilities

Strategy

Directed towards the NRG Team:

- Lead on the development and implementation of an effective communications strategy for the NRG team, ensuring high visibility for our campaign narrative and publications amongst our target audiences
- Support with the development of campaign ideas, investigation targets and general strategic engagement of the NRG team
- Work collaboratively and closely with the NRG team to develop content that cuts through with both the media and target public audiences
- Advise the team on innovations and new ideas to drive the team's narrative, primarily on the opportunity of an energy transition to be done in a just and equitable way in the context of extracting critical minerals for renewable energy

Directed towards the communications team

- Be an effective bridge between the comms team and the NRG team
- Keep the comms team updated on the plans and activity of the NRG team and work collaboratively to help develop engaging content
- Work to secure a shared understanding between the NRG and Comms Team of goals, key moments, outputs and tone of voice

- Identify and mitigate reputational risks, related to both the NRG work and wider organisation, where necessary

Delivery

- Lead on the drafting of key press materials, releases, statements, briefings to the media etc.
- Lead on the team's media pitching - both proactive and reactive
- Monitor global news to stay in the know on the latest developments on related to critical minerals and the energy transition – as well as feeding those into the team, including by playing an active role in NRG Project team meetings
- Drafting of social media and other digital content to carry the team narrative and outputs to the external world
- Work with communications colleagues in digital, design and production to coordinate outputs across different platforms
- Work with the broader communications team to develop high quality, engaging and well-targeted campaign materials, across print, film, photography, audio, infographics, data visualisation etc.
- Represent Global Witness and our campaign work in various coalitions and amongst partner organisations as appropriate
- Develop expert knowledge of and contact with key media, across print, broadcast, multi-media and digital platforms, including being an up-to-date source of information on the central aspects of the work of the NRG Team
- Help the team build their skills as media spokespeople

Additional support

- Work with the Head of Strategic Communications to support the Digital Threats team with their communication needs, where appropriate. Including:
 - o Drafting of press materials
 - o Drafting of digital content
 - o Leading on media pitching and journalist relations
 - o Spotting and leading on reactive media opportunities

Planning

- Keep Global Witness's planning calendars up to date and help to ensure communication products are delivered on time. Maintain oversight of delivery timelines and flag issues to senior management in a timely manner.
- Participate in campaign planning meetings and update campaign workplans and contribute to campaign monthly reports as needed

Ways of working and collaborating

- Create and contribute to a working environment of positive relationships, working collaboratively and in partnership with a broad and diverse range of internal and external allies and partners.

- Display the Global Witness values of courage, inclusion and belonging, kindness and collaboration in all interactions internally and externally.
- Work collaboratively with colleagues across Global Witness to collectively deliver our mission, vision and aims.
- At all times, work within Global Witness policies and procedures, including confidentiality, source protection and security, legal and contractual requirements and general office procedures.
- Demonstrate a strong commitment to creating an inclusive, equal and diverse workplace.

Global Witness Values

- Courage
- Kindness
- Inclusion and belonging
- Collaboration

Other

- Any other duties equal to the skills and responsibilities required for this role as directed by the Head of Strategic Comms
- This role is based in London

Person Specification:

Essential:

- Minimum 5 years working in a busy press office, communications department, or as a journalist, at a top tier media outlet, in a busy newsroom
- A well-established network of journalist's contacts globally, with specific demonstrable experience of working in the Chinese media market, as well as examples of African media outlets.
- Demonstrable experience of leading, developing and executing strategic communications plans which deliver real impact
- Excellent understanding of how communications can influence change and campaign impact.
- Possesses editorial judgment and understanding of different audiences, content, media formats.
- Displays a sharp news sense and demonstrable ability to create, pitch and deliver news.
- Excellent writing skills, including the ability to summarise complex data and make it accessible to mainstream and social media.
- Fluent in English
- Commitment to Global Witness's mission, values and approach

Desirable:

- Experience of communicating to global audiences on natural resources (especially critical mineral) governance, climate crisis and/ or justice and equity issues
- Experience of digital communications including social media strategies, web strategies
- Experience of leading on internal communication in an organisation or company
- Fluency in other languages, particularly French, Chinese