ROLE PURPOSE

Role Title: Communications Lead USA/UK
Division: Public Affairs
Employment type: Full time/part time, Permanent/ Fixed-term contract with flexible work arrangement
Location: New York or London
Date: November 2023
Reports to: Global Engagement Manager (AUS)
Number of direct reports: N/A
Leadership Band: Lead Self

Purpose of the role:
The Communications Lead USA/UK is the primary communications and marketing lead for the US and UK markets to support The Foundation’s brand strategy, advocacy, marketing and thought leadership positioning. The Communications Lead USA/UK will be a key member of the global communications and philanthropy teams.

The Communications Lead USA/UK will own the outcomes of:
1. Work with the global communications team and the Head of North America and the Head of UK/Europe to develop and lead the implementation of regional communications strategies in the US and UK/Europe to build the brand, advance our case for support and galvanize fundraising to increase our impact globally.
2. In collaboration with brand agencies, implement the strategies for brand building, thought leadership, strategic communications and advocacy to generate increased awareness on the urgency of eye health as a global health issue and its intersection with broader, adjacent areas for our target audiences including, philanthropic donors, trusts and foundations, for-profit sector and social impact investors.
3. Create and implement media activity and digital marketing to build the brand and strengthen The Foundation’s fundraising and advocacy positions across the USA and UK
4. Develop communications and marketing materials tailored to each region and audience.
5. Lead regional social media engagement and identify/engage influencers and ambassadors to leverage new networks.
6. Coordinate internal outreach to solicit program information, data and the latest research from relevant sources, such as the global programs team, to support various activities (including brand building, fundraising, advocacy, program success/impact storytelling)
7. Serve as the key communications contact for FHF US and UK at conferences and events; manage media inquiries and opportunities.
8. Other tasks as requested

Our Capabilities:

As a member of The Foundation Family you will:
1. Live by the values of The Foundation and support The Foundation’s culture, performance and brand
2. Adhere to all The Foundation’s policies and procedures
3. Strengthen the health, safety and well-being of all/look out for the well-being
4. Lead, collaborate and contribute in all interactions

Skills:
- Excellent listening, written and verbal communication skills and commitment to delivering high quality communications materials for a diverse audience
- Extensive experience in thought leadership communications
- Track record of working with USA and UK/Europe media contacts
- Knowledge of and experience in digital marketing and fundraising
- Ability to work independently, take initiative, set priorities and support programs

Essential Experience:
- Minimum 5 years’ experience in non-government organisations, preferably working in an international context in a similar position and/or a media organisation in the US or UK/Europe
- Experience managing content
- Content development for social media especially LinkedIn and X
- Strong writing and storytelling skills
- Experience and understanding of the current and emerging trends in respect to the SDGs, ESG and international development
- Self-starter who can work collaboratively and independently
- Experience working in an international organisation with people and offices from diverse backgrounds

Desirable Experience:
- Experience in international development and NFP sector,
- Ability to take photographs/video
- Experience working with colleagues from a range of cultures in a global setting
- Strong planning, problem-solving, analytical and organisational skills
- Effective communication/interpersonal skills with people at all levels, including ability to use tact, diplomacy and persuasiveness

**Qualifications:**
Strong preference for undergraduate qualifications in Communications, Marketing, Public Relations, Journalism or related disciplines

**Travel:**
Travel domestically and internationally as and when required

This role purpose defines the broad accountabilities of the positions, which may change based on organisational need. Please refer to the divisional, team and individual work plans for more specific details

**The position involves:**
- This position is recognised as having “Contact with Children” either direct or indirect
- This position does involve “Working with Children” either direct or indirect

**Additional Responsibility:**
Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers

**To work in The Foundation, you will:**
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions that are identified as working with children