



Communications Manager – Marketing and Communications

IMC Grade:
Senior/Principal Consultant

Responsible to:
Associate Director – Marketing and Communications

[Click here](#) to subscribe to IMC's newsletter and receive our latest updates in your inbox

To learn more about our recent projects, major highlights and achievements [click here](#) to read our 2017 Annual Review



The Role

We are recruiting world class talent. Come and join us.

We are seeking a dynamic Communications Manager, at a Senior or Principal Consultant level, to join our energetic and digitally focused team to work on a range of corporate communications and some project work across the entirety of our programmes.

You will manage a junior team member and work on internal communications, external communications and marketing communications to build our reputation on and offline with a range of stakeholders.

Some of your time will be spent on supporting project delivery. Our projects range from building rural roads in Nepal, upgrading schools in Pakistan, evaluating the Violence Against Women Projects in South Asia and helping to develop start-ups across sub-Saharan Africa.

You can get a sense of the kind of work we do by visiting <http://www.imcworldwide.com/>

Main responsibilities

- Develop and implement a Company Communications Strategy, ensuring online and offline communications materials, channels and networks are up-to-date and relevant.
- Manage and improve internal communications such as meetings, events, newsletters, Away Days and communication support to internal projects such as IT system changes and change initiatives.
- Manage and improve external communications such as media relations, issues and crisis management, sector, government and community relations

- Manage and improve marketing communications such as the website, Capability Statements, events, awards, content calendar and social media activity
- Provide a center of excellence in writing in Plain English. Edit important written outputs across the company such as bids and reports and create press releases, articles, blog posts, reports and position papers etc.
- Support the enhancement of writing capability across the company with training and coaching
- Work with all the business streams to identify opportunities for thought leadership and build external profiles. Maintain regular contact with them to drive communications activity proactively
- Provide communications expertise and support on projects across all business streams as required
- Support the Associate Director, Marketing & Communications with brand development strategies, service innovation and entry into new sectors
- When necessary attend and actively participate in senior management meetings and report on the business activities
- Work with the BD Manager as required to prepare marketing strategies, marketing visits, presentations and attendance at conferences and seminars
- When required, support the preparation of expressions of interest, pre-qualification documents and proposals for opportunities, and prepare fee submission documents
- Meet the [quality standards](#) of the company and of the development partners, our Clients
- Meet the high ethical standards of the company as directed by the [IMC policies](#) related, but not limited to: Business Ethics, Equal opportunities, Anti-Harassment & Bullying, Safeguarding, Anti-Slavery and Human trafficking and Data Protection.

Team Environment

You will be working in the Marketing & Communications team. We pride ourselves on being adaptable, dynamic and innovative in our approach to our work.

You will also collaborate with IMC staff from other business streams and from the regional teams when working on projects and as needed for business development.

The working environment is friendly, informal and creative, but we are uncompromising on the quality of work we deliver to clients. In return for your hard work, you will have the opportunity to develop your skills and grow with the business.

Hours of work –37.5 hours per week for full time working. We also welcome applicants for part-time working and this would be 22.5 hours (3 days) as a minimum.

Salary – Competitive salary depending on experience.

Annual leave – 25 days annual leave plus 8 public holidays pro-rata.

The holiday year is 1 January – 31 December.

Benefits – Buying and selling of annual leave, health cash plan, life assurance, company contributory pension, private medical health, and cycle to work. There is a non-contractual bonus system payable annually depending on performance.

IMC also supplies free refreshments and fruit, and there is a dress-down day every Friday.

Location – The role is based in the IMC offices in Redhill. We are a short walk from Redhill train station, which has direct links to London and the South Coast. There is free parking available on-site and locally subject to availability.

Travel – Due to the nature of our work, all IMC contracts require job holders to be able to travel to our overseas projects when required.

**Closing date for applications is
Friday 14 June 2019 at 9am.**

***In your application please
include a sample of your writing
and a portfolio of work or
projects you have worked on.***

PERSON SPECIFICATION: Communications Manager – Marketing and Communications

| | Essential | Desirable |
|--|-----------|-----------|
| Qualifications, understanding & training | | |
| Minimum of a master's degree in a related discipline. | | X |
| Experience | | |
| Extensive experience of the communications environment | X | |
| Experience of the communications environment in international development | | X |
| Experience within a creative agency, NGO, donor organisation, or international development consultancy | | X |
| Experience of writing good, edited articles and producing strong content across multiple platforms | X | |
| Experience of using social media tools and analysing analytics (TweetDeck, Google Analytics etc.) | X | |
| Experience of using creative tools, particularly Adobe Creative Suite (InDesign and Photoshop a plus) | | X |
| Experience working with line agencies, local authorities, and civil society/NGOs | X | |
| Extensive experience in project management, monitoring and reporting and the use of project management tools | | X |
| Experience of writing and winning EOIs and proposals for multilateral and bilateral donors and clients | | X |
| Experience successfully implementing complex, multi-year environment projects for DFID, WB, and other donors | | X |
| Experience preparing and coordinating press engagement and external marketing activities | X | |
| Abilities & skills | | |
| Good interpersonal skills | X | |
| Good leadership and management skills | X | |
| Creative mind and innovative flair | X | |
| Ability to write, edit with attention to detail, and publish with short turnaround times on a consistent basis | X | |
| Positive, confident and enthusiastic | X | |
| Planning publishing schedules | X | |
| Additional languages skills would be an asset | | X |
| Social media management, intranet management, and website management (WordPress CMS) | | X |
| Personal | | |
| Passion for/to work in international development | X | |
| Self-motivation, proactive attitude and work ethic | X | |
| Flexible attitude to meet the needs of the role | X | |
| Commitment to IMC's objectives, ethics, values and equalities and diversity policy | X | |

IMC Competency Framework: Communications Manager – Marketing and Communications

| Competency | D | I Senior Consultant | A Principal Consultant | S |
|---|---|---------------------------|------------------------------|---|
| IMC Values and Ethics | | X | X | |
| Business Insight | | X | X | |
| Bid and Project Management | | X | X | |
| Technical/Area specialisation | | X | X | |
| Relationship Management and Working with Others | | X | X | |
| Leadership and Resilience | | X | X | |
| Impact and Influence | | X | X | |
| Decision Making and Planning and Organising | | X | X | |
| Results Orientation and Continuous Improvement | | X | X | |
| Financial and Commercial awareness | | X | X | |

Key:

D – Developing

I – Independence

A – Accomplished

S – Senior Management Level