



JOB TITLE	Communications Planner
TEAM	Communications Team
DEPARTMENT	Supporter Campaigning and Communications
REPORTS TO	Head of Communications and Engagement
RESPONSIBLE FOR	Volunteers, freelancers and agencies
SCALE	5
HOURS PER WEEK	35

PURPOSE OF THE TEAM

The Communications Team leads the strategic thinking around communications at all levels of the organisation. A multi-discipline team it sets and delivers the organisation's vision for digital engagement, audio-visual, communications strategy, design, brand and publishing. Focused on audience centred experiences, it is responsible for delivering against the organisation's strategic engagement targets and for providing the communications expertise to support the delivery of campaigning, fundraising and other AIUK priorities.

PURPOSE OF THE JOB

The Communications Planner oversees and ensures the implementation of the organisation's Communications Strategy for all external communications across all of Amnesty International UK's work. This role also oversees and ensures the correct implementation of practices and process which result in the delivery of effective external communications that embody our brand, engage our target audiences, help achieve human rights change and connect more people to the struggle for human rights.

MAIN TASKS

1.0 Strategy

- 1.1 Alongside the Head of Communications and Engagement, lead the implementation of Amnesty's communications strategy to achieve the organisation's objectives, in particular growth
- 1.2 Responsible for implementing Amnesty International UK's organisation wide audience and segmentation strategy, including developing an AIUK-wide audience centred approach to communications
- 1.3 Working within global guidelines, oversee the development and implementation Amnesty International UK's brand strategy and brand identity

- 1.4 Working with internal stakeholders ensure the quality and appropriateness of all of Amnesty International UK's external communications (across all functions) is in line with agreed brand and communication principles
- 1.5 Working with campaign managers and other stakeholders responsible for creating the communications frameworks and engagement strategies for AIUK's priority campaigns in line with campaign objectives and facilitating the implementation of that communications strategy; Lead on running communication project groups to deliver our priority campaigns as appropriate
- 1.6 Lead on communication planning to ensure maximum engagement from our target audiences in the UK through effective and inclusive communication methods and strategy for all campaigning and marketing activity to analyse trends in engagement with AIUK and to research and recommend engagement approaches using content from across Amnesty International UK's work where relevant
- 1.7 Keep up to date with the latest marketing and advertising trends and techniques and maintain excellent contacts with the industry

2.0 Communications Planning and Management

- 2.1 Provide professional integrated communications and marketing expertise to colleagues across the organisation.
- 2.2 Produce and manage Amnesty International UK's integrated communications calendar and plan and prioritise over-arching strategic external communications accordingly, working closely with colleagues from Digital Engagement, Database Marketing, Community Organising, Media, Fundraising and Campaigns.
- 2.3 Provide in house expertise to assist with producing briefs and selecting agencies for specific campaign and communications projects.
- 2.4 Support relevant colleagues in developing compelling, accessible and motivational campaigns using the best suited communication methods suited to a diverse range of audiences.
- 2.5 To work closely with Amnesty International UK's data team to interpret the impact of communications on our target audience, to identify key trends and insights and to share those with colleagues across AIUK to build organisational learning on effective supporter engagement
- 2.6 Responsible for approving content in line with the organisation's approvals process
- 2.7 Work alongside the other Communications Team managers and team members to build a positive team culture
- 2.8 Work with the other members of the Communications Team to develop and achieve objectives and plans

3.0 Resource Management

- 3.1 Take a project management approach to mobilise internal resources across the organisation to deliver targeted, best-practice communications for projects and campaigns, ensuring appropriate people within Amnesty International UK are involved
- 3.2 Project manage any approach to process and ways of working designed to improve the delivery of effective external communications
- 3.3 Build-up capacity internally at Amnesty International UK to deliver targeted, effective and innovative external communications that meet the needs of the organisation's strategic plan
- 3.4 Manage the communications planning budget, ensuring delivery of value for money and cost effectiveness, measurable against identified key performance indicators as agreed with the Head of Communications and Engagement
- 3.5 Identify, source and manage external specialist agencies, creatives or freelancers as appropriate for specific communications projects adhering to fair and equal procurement procedures
- 3.6 Manage the health and safety of their staff and volunteers for which this post has responsibility for, including conducting risk assessments as appropriate, and ensuring they have access to, and participate in, appropriate instruction, training and supervision
- 3.7 Ensure all volunteers, freelancers and agencies working with us contribute positively to our organisation's culture and create and maintain appropriate working relationships

4.0 Other

- 4.1 Take responsibility for their own health, safety and welfare, comply with Amnesty International UK's health and safety policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public
- 4.2 Deliver all aspects of this job description in accordance with Amnesty International UK's equality and diversity policy
- 4.3 Undertake any relevant duties or projects delegated by line management which are in line with the overall responsibilities of the post

PERSON SPECIFICATION

ESSENTIAL	CRITERIA
Experience	Experience of working with a wide range of people inside and outside own organisation to achieve objectives
	Demonstrable experience of successful communications and brand planning
	Demonstrable experience of managing or working in a communications agency
	Demonstrable experience of providing planning insight and strategy to underpin delivery of successful communications projects
	Demonstrable experience of constructing and managing significant budgets of c.80,000 per year
	Demonstrable experience of planning integrated communications to create coherent consumer journeys across channels
	Demonstrable experience of designing and delivering processes to engage groups of people in developing communications propositions and strategies
Skills and Knowledge	In depth understanding of a wide range of digital and offline communication techniques, and how they can be used to build brand and engagement
	Project management skills and a systematic approach to planning, monitoring and review
	Ability to assimilate information and present in a format relevant for various different audiences
	Ability to prioritise and to manage competing demands to achieve objectives
	Ability to facilitate groups of people effectively to develop propositions and strategies
	Ability to find pragmatic solutions to complex communications challenges

	Creativity, ability to innovate
	Ability to influence and achieve change using evidence and insight as well as enthusiasm and a positive engaging approach
	Ability to work enthusiastically as part of a team and to integrate cross team activity
	Ability to work alone to develop plans and strategies and to operate as a one-person resource within a complex organisation
	Highly developed interpersonal and negotiating skills
Amnesty's aims and objectives	Understanding of, and commitment to, the aims and objectives of Amnesty International
Equal Opportunities	Understanding of, and commitment, to Equality and Diversity

DESIRABLE	CRITERIA
Experience	Understanding and experience of social justice campaigning and fundraising
	Experience of managing the development and implementation of brand propositions and strategies
	Experience of successfully targeting and engaging under 25's
	Experience of using brand tracking and social listening tools to conduct research
	Experience of appointing and managing external agencies or other third parties
	Experience of working in both the not-for-profit sector and commercial environments
Knowledge and Skills	Marketing qualification

	Presentation skills
	Understanding of current and international affairs
	Willingness to take responsibility for and to implement corporate decisions