



JOB DESCRIPTION

Job Title: Advocacy and Communications Manager- Spain
Reports To: Head of Office, Spain
Salary Scale: 33,000€
Location: Madrid, Spain

BACKGROUND AND CONTEXT

InspirAction is a highly successful International NGO. Its essential purpose is to expose the scandal of poverty, contribute to its eradication, and challenge the systems and structures that keep people poor, excluded and marginalised. **InspirAction** is part of Christian Aid International and works with people who are poor and marginalised irrespective of their creed. InspirAction is a signatory to the Red Cross Code of Conduct.

MAIN PURPOSE OF JOB:

The Advocacy and Communications Manager is responsible for establishing and developing InspirAction as an international development organization most effective in helping people help themselves out of poverty and speaking out against injustice. The post holder will be responsible for positioning the organisation as one that:

- Delivers real, practical benefits on the ground
- Speaks out where there is injustice
- Campaigns for change

The post is responsible for creating and leading public awareness and advocacy campaigns in Spain on issues that are critical for the eradication of poverty in the developing world. The Advocacy and Communications Manager will develop and disseminate InspirAction key campaign messages to Spanish society, the media, government, NGOs and other key players in the field of international development in Spain.

In doing so the Advocacy and Communications Manager will participate and development public engagement campaigns involving new media, public mobilisation provision of high quality and publically accessible materials and the lobbying of politicians and key decision makers in Spanish society.

SCOPE OF JOB:

- Understands the international organisations Corporate Advocacy Priorities (CAP). Develop and manage the areas of public awareness and advocacy, media relations, public relations, events, marketing and advertising that engage the Spanish public in the organisations mission, reflecting the CAP when possible.

- Creates and executes an innovative and competent long term strategy and annual action plan for advocacy and Communications in Spain, assuring the coordination with the head office in London.
- Produces information materials addressed to different audiences in Spain.
- Ensures a continuous more traditional media coverage for InspirAction as well as oversight and provides support to ensure digital media coverage
- Represents the organisation to the media, government institutions and other NGOs in Spain, and develops the relationship with Key contacts in those groups.

OTHER KEY CONSIDERATIONS OF JOB:

- Provides advocacy and communications leadership for the organisation in Spain.
- Responsible for all media communications in Spain.
- Works closely with the Fundraising officer and the Web editor to ensure the full integration of fundraising and communication within the organisation and the maximisation of the value of donor/activists.
- Works closely with those involved in advocacy and communications at the Christian Aid office in London.

DUTIES AND KEY RESPONSIBILITIES:

- Leads the relationships in Spain with other organisations and sector bodies working on issues relating to the elimination of poverty and the rights of people in the developing world.
- Represents the organisation in debate forums on overseas development issues both at national and international levels.
- Liaise with media, communications agencies, marketing and advertising agencies, editorial groups to ensure the dissemination of the key campaign messages and to create significant public and donor engagement in campaigns.
- Working with the Web editor to enable full communication through mass networks, in order to ensure public support for, and involvement in campaigns, and to maximise supporter loyalty.
- Represents the organization at appropriate occasions, developing links in the NGO community, government institutions, the media and other bodies to generate awareness for the organization in Spain.
- Ensures evaluation of the organisations communications and campaigns strategies, and ensure implementation of approved recommendations, in conjunction with other members of the team, in order to contribute to the improvement and effectiveness of communications, projects and campaigns.

EXPERIENCE:

Communications:

- Proven experience working as a journalist in Spain
- 3-5 years professional experience in a similar post and some international experience in the non profit sector organizations or international bodies, developing and implementing communications strategies.
- Solid knowledge of the media networks in Spain.
- Proven track record of developing media contacts in Spain and abroad.
- New media experience highly desirable.
- Proven experience in media relations, advocacy/public awareness, communications and marketing,

Advocacy:

- Knowledge of Spanish civil society and in particular **the NGO sector in Spain**
- Professional experience of designing and implementing advocacy strategies
- Track record of building effective relationships at senior level with a wide range of individuals from politics, media and business community, both face to face and remotely.
- Policy experience and a good understanding of development issues,
- An understanding of the dynamics of the root causes of poverty in the developing world and the issues that need to be addressed to reverse this.
- International field experience highly desirable.

SKILLS:

- Fluent in Spanish and English with excellent writing and speaking skills in both languages
- Proven ability to work with and influence senior decision makers (Government, corporations, other NGOs etc.)
- A passion for the non profit sector and the organisations mission of helping people help themselves out of poverty and speaking out against injustice in the developing world

- Excellent written and verbal communication skills, highly competent net worker, diplomatic, persuasive and proven ability to speak in public.
- Integrity, confidentiality, charisma and the ability to connect easily with new people and on new issues
- The ability to understand and articulate the mission and objectives of organization
- A lively intellect – robust, vigorous, astute and able to provide clear direction. Intellectually as well as practically driven
- Maturity of judgement, resilience and personal presence
- Expertise in developing strategic plans and understanding the practical issues of implementation
- Ability to work in team and to develop with colleagues, vision and purpose, and translating that vision into practical work plans
- Highly self motivated self starter with the ability to work strategically with good time management and personal organisation skills

QUALIFICATIONS:

- Degree level or equivalent in Communications and/or relevant discipline (international development studies or political science) with proven track record in Communications.

COMMITMENT:

- Committed to the aims of **InspirAction** to support the world's poorest people as they struggle for life and justice.
- Willing to work flexible hours and to undertake national and international travel as required

The job description is not prescriptive; it merely outlines the key tasks and responsibilities. The key tasks and responsibilities are subject to change. Any changes will be made in consultation with the post holder.

TO APPLY:

To apply for the post, please send a letter of application stating the skills and approach that you would bring to the post with your CV/resume (no photos) in strict confidence by email only to: rrhh@darylupsall.com.

Please ensure that they are sent as Word documents with the titles “<your name> cover

letter" and "**<your name >cv**" Please put "**InspirAction Adv and Comm Manager**" in the email subject line. Also please let us know where you saw the post advertised.

Deadline for application: Monday, February 22nd 2010

Interviews will take place in Madrid in March 2010

To find out more about InspirAction, please visit www.inspiration.org.