



## Role Description

### Communications Lead (Part-time)

#### ABOUT FIELD READY

Field Ready is a non-governmental organization that is dedicated to bringing innovation to international disaster relief and risk reduction. Our vision is to meet humanitarian need by transforming logistics through technology, innovative design, and engaging people in new ways. The impact of this will be dramatically improving efficiency of aid delivery by meeting people's needs where they experience them whether, for instance, at an underserved health clinic, remote distribution point, or evacuation center. Our approach is truly effective and groundbreaking. Field Ready is an ambitious growing organization, and we aspire to great things and to have an amazing team.

#### POSITION SUMMARY

Field Ready is building a stronger presence in external and donor communications (marketing, public relations including various forms of media). A multi-talented media professional experienced in social/aid organization marketing and publicity is sought to join Field Ready's core team with an explicit mandate to spread the story of Field Ready's incredible work far and wide, with an emphasis on our Pacific Islands program.

An effective Communications Lead will combine relevant technical know-how with excellent people skills and an ability to get things done under challenging conditions. This is a special opportunity for someone who wants to use their skills and experience to improve the lives of people around the world.

The Communications Lead will report to the Pacific Regional Director of Field Ready and work collaboratively with other staff. This position is initially on a part-time contractor basis 8 days per month. Being an organization that focuses on results, there is flexibility when it comes to scheduling and place of work.

#### RESPONSIBILITIES

The following are illustrative responsibilities that will evolve over time and depend on organizational programmatic needs. The role described here is our dream of a perfect candidate, something we hope the person who joins us will aspire to be too. It's indicative, not prescriptive, and we'd be delighted to hear from people who can share our aspirations and grow with us. The incumbent will be expected to provide leadership in developing this position further:

##### Leadership, strategy & planning

- Implementation of the global communication strategy and development of a communication and advocacy strategy
- Ensuring integration and provision of communication and digital media-related support to key program areas and support functions

- Provide strategic communications input and leadership into the planning and delivery of campaign communications, clearly prioritizing the activities which will have the greatest impact on our external audiences
- Support and ensure that all communications to stakeholders, media, supporters and public are aligned and consistent with our brand.
- If required, mentoring/training programmatic and external affairs teams on storytelling, how to identify communications opportunities in their campaigns and how to prioritize those which will have the biggest external impact

#### Media

- React and respond to breaking news stories – positioning Field Ready as the leading NGO on key issues related to innovating in humanitarian logistics and unique problem-solving
- Build our media presence, proactively planning our approach and identifying and pitching to key contacts

#### Digital

- Ensure the development of a digital platform that will serve the organization and align closely with the international digital media strategy.
- Recommend and implement improvements to the Field Ready website and online presence.
- Develop and oversee the development of a social media engagement and content strategy
- Manage the company's or organization's social media communications.

#### Content Production

- Write, create, edit and proof read communication materials including, leaflets, flyers, booklets, posters, the annual report, banner and conference signage, web content, social media posts and blogs
- With other members of our team, produce content for marketing campaigns, and if needed, the management of designers and the print and production process
- Oversee the commission of photography, film, digital assets and visuals when required
- As needed, build relations with a wide range of marketing contacts, particularly suppliers such as printers and designers to ensure competitive prices and great quality
- Contribute to, and when required manage, the development and implementation of e-marketing and newsletters
- Creates digital media content such as videos and photos from the field.
- Ensure the quality of marketing materials that each Field Ready staff member will create and follow the organization's brand guidelines.

#### Fundraising/Development

- Assist in the coordination of the review of business opportunities, including information gathering, marketing and effective partnership negotiations
  - Assist in the determination of priorities and in the preparation of strong proposals and presentations particularly as it relates to quality and consistency across the organization
  - Help facilitate institutional donor identification, targeting relationship cultivation and stewardship in coordination with senior staff
  - Networks with business development professionals in peer organizations to build capacity and to enhance partnering opportunities
  - Responds to periodic requests for assistance from other staff members
- Other duties assigned as assigned

## QUALIFICATIONS & CHARACTERISTICS

- Skilled and experienced background in working across the various disciplines that are part of communications (outlined above). The best candidates will possess a combination of the following:
  1. At least 5 years' senior level experience in communications or public relations - either within the private, public or charity sector
  2. Strategic brand and digital experience
  3. Experience in building effective communication strategies
  4. Proven media experience
  5. Experience with multi-lateral and/or foundation prospecting and capture a plus
- Degree in Journalism, Communications, Marketing or other relevant subject
- Able to problem-solve in very practical and tangible ways
- Strong connections and ability to use those connections for the furtherance of Field Ready's vision
- Excellent analytical, writing and presentation skills
- Consummate self-starter but also a close listener and team player
- Ability to prioritize and implement good project management skills
- The best applicant will possess a deep passion for humanitarianism, cultural/language skills, a good sense of humor and an understanding/readiness to work with an organization undergoing growth
- Proficiency in digital marketing platforms, including email marketing, social media, websites, and content management systems.
- Knowledge of public relations principles and media relations.
- Analytical skills to assess campaign performance and make data-driven decisions.
- Knowledge in editing photos and videos, making graphics, and social media content creation tools. (Adobe Suites, Canva, etc.)
- Has Video and Photography expertise
- Knowledgeable in Microsoft Applications (MS Word, MS Excel, MS PowerPoint) and G-Suite.
- Experience and knowledge in working in the Humanitarian Sector.
- Strong skills in organization, planning, project management, and attention to detail, with consistent follow-through and the ability to juggle multiple priorities under pressure and deadlines
- A proven track record of past work experience or portfolio.

## TO APPLY

Submit a cover letter that describes your qualifications, reasons for applying and understanding of the requirements outlined above. This letter should be no more than three pages. Please submit this cover letter along with your CV to: [hr.pacific \[at\] fieldready.org](mailto:hr.pacific@fieldready.org). The title "Communications Lead" must be included in the subject line.