

HEAD OF COMMUNICATIONS, PEACE DIRECT, LONDON EC2

Starting salary £33,000 – £36,000 according to age and experience

Main responsibilities:

- To promote stories of local peacebuilders, as well as Peace Direct itself, across all media, in order to reposition local peacebuilding as active and fundamental to achieving a more peaceful world, and Peace Direct as the authority on peacebuilding
- To develop campaigns to support individual giving
- To influence reporting of conflict so that the perspectives of local peacebuilders are included
- To keep Peace Direct's communications strategy current, give input on all communications and be the keeper of the Peace Direct branding
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Background to the role

Wherever there is conflict – Sudan, Nepal, DRC... - there are also local people working for peace. Peace Direct believes that their work must be at the heart of any strategy for managing conflict. We find and fund incredibly inspiring and committed people, some of whom are risking their lives to carry out work that they believe in passionately. We promote their work, and seek to bring learning from their work back into the UK.

We need a committed and enthusiastic individual to tell the stories of these peacebuilders in creative and compelling ways, and so to support Peace Direct's long term aim of placing local peacebuilding at the centre of strategies for managing conflict, while also attracting individual and organizations to give financial support. For Peace Direct, communications is a core function – an end in itself, not just a means to an end.

Your primary focus will be on communicating through the media, broadly defined, in pursuit of the objectives set out above. You'll be expected to draw on your own expertise (as well as a growing circle of experts offering pro bono advice) on the best methods of telling those stories; from The Daily Mail to Facebook, Youtube to Newsnight. You'll need to be imaginative and unorthodox to spot the opportunities, from lifestyle articles to radio documentaries, while also being highly credible with current affairs journalists.

As the only full time communications professional, you will take the lead on updating Peace Direct's overall communications strategy, setting and maintaining standards for all our communications and safeguarding our brand. You will also work closely with Helen (communicating with supporters, managing our website), Ruairi and Tom (communicating with professional audiences including through *Insight on Conflict*, our web showcase of local peacebuilders) and our Chair, Vice Chair and Chief Executive, all of whom have expertise and a keen interest in communications.

No day is the same. It's busy but exciting and incredibly rewarding when things go well. Peace isn't always easy to sell, so you'll need ideas that go way beyond sending out a press release and hoping for the best. And you'll need to be able to thrive in a small frugal organization with huge potential, with a strong emphasis on teamwork.

Specific tasks:

- Ensure that Peace Direct's communications strategy is coherent, focused and current, and co-ordinate a regular review process with colleagues
- Maintain and increase Peace Direct's contacts across the media and secure coverage for Peace Direct, Peace Direct projects and the content of *Insight on Conflict*
- Build Peace Direct's position as an expert resource on conflict, and in particular a source of comment from those most affected by conflict
- Give input to communication with supporters including Newsletters, Practical Peace e-bulletin, and campaigns
- Coordinate the relationship with the Peace Direct Ambassador and take a lead on establishing new relationships with high-profile individuals

Person Specification - Essential

- Proven ability to sell stories into media (print, broadcast, online)
- High levels of creativity, ability to pitch a different angle on the world
- Experience in developing and maintaining media contacts, ideally including in current affairs
- Strong interest in international affairs
- Experience of developing and delivering a holistic communications strategy
- Proven ability to work productively in a team

Person Specification - Desirable

- Strong IT skills
- Ability to speak a relevant foreign language eg French, Arabic, Spanish
- Experience of working overseas
- Experience in a small entrepreneurial organisation

Reports to: Chief Executive (Carolyn Hayman)

Salary: £33,000 - £36,000 starting salary according to experience. Incremental progression, annual cost of living increases, contributory pension, 5 weeks holiday, season ticket loan scheme.

To apply, please email carolyn@peacedirect.org with your CV and a covering letter stating why you believe you are the ideal candidate for this position. Deadline for applications midnight October 11th.

Please feel free to call Carolyn Hayman for an informal conversation on 020 7549 0285.