ICTC Communications Specialist

ADVERT
There’s never been a better time to join the global movement to end trachoma. Recent years have seen exceptional collaboration and momentous scale up in the global program to tackle the disease. Current progress indicates that the elimination of a major public health problem – within our lifetime – is well within reach. The International Coalition for Trachoma Control (ICTC) is seeking a resourceful and committed Communications Specialist to amplify ICTC advocacy and resource mobilization activities and help us see the back of this disease for good.

ICTC is a coalition of non-governmental, donor, private sector and academic organizations that work together to support the WHO Alliance for the Global Elimination of Trachoma by 2020 (GET2020 Alliance). A diverse and ambitious coalition, the role would suit a proactive and creative communications professional with proven experience of working with others to deliver successful communications.

The ideal candidate would have a passion for fostering collaborative partnerships to support the delivery of our strategic objectives and would benefit from having established media contacts. The candidate must be flexible and have demonstrable experience of producing engaging copy and visual communication materials, managing online/digital communications channels and supporting campaigns.

JOB DESCRIPTION
Contract type: one year fixed term contract with possibility of extension
Location: London
Reporting to: ICTC Manager

About ICTC
A coalition of non-governmental, donor, private sector and academic organizations, ICTC members work together to support the WHO Alliance for the Global Elimination of Trachoma by 2020 (GET2020 Alliance). In just a few short years, ICTC has grown from a small group of committed organizations into a diverse and ambitious coalition of 45 organizations (members and observers) that collaborate on game-changing initiatives with governments and trachoma-endemic communities. In line with our strategic plan and the global call to action Eliminating Trachoma: Accelerating Towards 2020, ICTC acts as a catalyst for the comprehensive implementation of the trachoma prevention and treatment strategy called SAFE.

Our strategic objectives to 2020 are:

1. Increase political will for, and commitment to, trachoma elimination among donors and decision makers.
2. Increase investment, as required, in trachoma elimination programs and SAFE interventions.
3. Coordinate the provision of technical assistance and the sharing of knowledge to support high quality outcomes in trachoma elimination programs.
4. Support the sharing of technical knowledge through the translation and dissemination of ICTC preferred practices and annual disease prevalence and costings updates.
5. Ensure an effective coalition model and way of working that responds appropriately to changing contexts.
Role purpose
Communications play a central role in engaging external audiences to raise the profile of trachoma messaging in support of trachoma elimination. As the urgency of our 2020 elimination target increases, the ICTC Communication Specialist will support the amplification of GET2020 Alliance advocacy and resource mobilization efforts. As a global coalition that largely operates virtually, communications also plays a key role in fostering collaboration and partnership among ICTC's members. The ICTC Communications Specialist will plan and deliver communications to internal and external stakeholders and audiences by writing, editing, co-ordinating and publishing engaging content across various channels, including the website, media and social media channels and printed publications.

Key responsibilities
- Undertake a range of communications activities to support advocacy and resource mobilization initiatives, including:
  - developing communications materials and multi-media content.
  - undertaking media outreach activities and analysis.
  - maintaining the website, ensuring content is accurate, up to date and error free.
  - generating frequent social media content that builds connections and raises awareness of trachoma-related issues and report on analytics.
- Support and amplify relevant communication initiatives of ICTC membership and relevant external stakeholders.
- Engagement of ICTC members, observers and the ICTC communications group.

Qualifications, skills and experience
Essential:
- Bachelor's degree in a field related to the role and five years of related experience or an equivalent combination of education, training, and experience.
- Experience in international public health/development programs.
- Excellent written and verbal English communication skills.
- Demonstrable experience of producing engaging copy and visual communication materials, managing online/digital communications channels, supporting campaigns and evaluating the successes and learning points from activities.
- Established networks and good relationships with media.
- Knowledge of print production and digital channels including social media.
- Proficiency with digital tools including Microsoft Office applications.

Desirable:
- Knowledge of eye health/trachoma.
- Experience in international public health/development programs.
- Experience of remote working and working with diverse stakeholder audiences.
- Experience of working with coalitions and / or networks.
- Experience of website management.
- Proficiency with Photoshop and other Adobe applications.
- Proficiency in an additional language: Amharic, Arabic, French, Portuguese or Spanish.

Qualities and behaviours
- Flexibility, confidence and ability to work under pressure.
- Ability to work with initiative and without close supervision.
- High attention to detail and quality.
- Adept at learning new skills and balancing multiple priorities.
- Strong interpersonal and intercultural skills.
- Ability to undertake domestic and international travel according to project or business needs.
**Key relationships**
ICTC Manager, ICTC Executive Group, ICTC membership, ICTC Communications group, Uniting to Combat NTDs communications group, external media and other audiences.

To apply, please send your CV and covering letter to trachomacoalition@gmail.com by COB GMT on 10 March 2017. Interviews will take place on 14-16 March. Immediate start date.