

# JOB PROFILE

How to Apply for this Job



## Background on Tearfund

**Who we are:** We are a Christian organisation partnering with the local church wherever possible to see change in the lives of those in greatest economic need. We believe poverty is caused by broken relationships with God, others, the environment and ourselves, and working to see those relationships restored is key to how we work. We want to see change that is economic, material, environmental and spiritual. See: Tearfund's [Theory of Mission](#)

**Our vision:** To see people freed from poverty, living transformed lives and reaching their God-given potential

**Our mission:** We follow Jesus where the need is greatest, responding to crisis and partnering with local churches to bring restoration to those living in poverty

**Our values:** We aspire to be courageous, truthful, compassionate, servant-hearted and Christ-centred

*Relevant scriptures include: 2 Cor. 5:8-11, James 3:18, Romans 8:18-25, Philippians 4:7, John 10:10, Luke 4:16-21 and Micah 6:8*

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## Tearfund's Application Process

All applications need to be completed online using our online registration form. As you progress through your application, please ensure that you save each section.

If after reading though this Job Profile, you have any questions or want to find out more about our recruitment process, please do not hesitate to contact [recruitment@tearfund.org](mailto:recruitment@tearfund.org).

In this Job Profile pack we've included a full Job Description as well as a Person Specification. Please ensure that your application clearly shows how your skills and experience meet the requirements for this post.

## Job Profile

<b>Job Title</b>	Cluster Communications Officer
<b>Group</b>	International Group / Global Fundraising Group / Global Advocacy and Influencing
<b>Team</b>	Southern & Eastern Africa Cluster specific and Matrix to Integrated Comms
<b>Location</b>	Kenya, Malawi, Mozambique, Tanzania, Uganda, Zambia or Zimbabwe
<b>Responsible to</b>	Deputy Cluster Lead, Southern and East Africa

### Part 1 – Job description

#### 1. Main purpose of the job

The Cluster Communications Officer is responsible for proactively ensuring the supply of stories, information, video, posts and Images from countries to enable fundraising, mobilising prayer and campaigning from Tearfund's target audience, predominantly in the UK. The funding raised directly benefits our international work. Therefore the cluster communications officer will be making a substantial contribution in raising the funds and support that underpin this work.

#### 2. Position in organisation

- Grade: 3
- The Cluster Communications Officer is line managed by the Cluster Lead with dotted line responsibility to the Head of Integrated Communications.
- The post holder will work closely:
  - o With SEA country programme staff and partners,
  - o With the rest of Tearfund's International Global Fundraising group and Advocacy & influencing

#### 3. Tearfund's Christian culture

We believe that prayer and discernment is fundamental to Tearfund achieving its mission of restoring relationships, ending extreme poverty and transforming lives. As a Tearfund staff member you are encouraged to:-

- Engage with Tearfund Prays and the Prayer hub
- Lead or participate in spiritual sessions of prayer and biblical reflection within your group
- Be committed to Tearfund's Mission, Values and Beliefs statement and to be actively working and living in accordance with Tearfund's Christian beliefs and theory of mission
- Maintain your own spiritual development, discover your gifts/callings and grow in discipleship

#### 4. Organisational requirements

The Global Fundraising Group and Global Advocacy Team require a substantial volume of material to tell supporters and audiences about our work. Such material is vital as it enables us to raise funds, prompt people to campaign on behalf of, and pray for, Tearfund. Prayer, campaigning and funds are

vital inputs for us to achieve our mission: to see people freed from poverty, living whole transformed lives and reaching their God-given potential.

Tearfund has a need for a proactive Cluster Communications Officer to travel extensively within their region to collect and provide the best examples of the impact of Tearfund's work among our beneficiaries, across the range of priorities (Church and Community Transformation, Environmental and Economic Sustainability, Fragile States) and themes (Emergency, WASH,.....). Consequently there is a requirement to travel up to 15-20 weeks a year. Underpinning their success will be the need to liaise with and develop a network of relationships with country teams, project and programme officers, partner staff, as well as audience facing teams in the UK in order to develop understanding of their context and provide the best possible material. Most effort will be used (80%) to gather material for the Global Fundraising Group and the remainder (20%) for Global Advocacy and Influencing.

- All staff are expected to live out Tearfund's values as they represent Tearfund externally
- All post-holders are expected to fulfil their personal objectives set by their line manager, contribute to their team's overall objectives, take responsibility for reviewing their ongoing personal development and maintain an awareness of Tearfund's strategy.
- All Tearfund staff share responsibility to promote and maintain a strong safeguarding culture, including identifying the key actions they should take given their role and responsibilities.

## **5. Duties & Key Responsibilities**

### **1) Meeting Global Fundraising Group and Global Advocacy Team Requirements**

- Provide stories, posts, images and videos to Global Fundraising and Global Advocacy and Influencing Groups' requirements in a timely manner.
- Provide ongoing fulfilment on key beneficiaries and updates following campaigns.
- Ensure stories and comms material from across the region are translated into English, retrievable by UK audience facing teams and catalogued to show date, theme, restrictions and purpose to ensure wide availability.
- Understand the needs of Global Fundraising and Global Advocacy and Influencing Group, using initiative and judgement to provide material of value as and when, outside of any stated requirement.
- Ensure any sign off required at the cluster level is co-ordinated.

### **2) Meeting Emergency Appeal Requirements**

- Provide stories, posts images and videos to Global Fundraising Group and Global Advocacy Team's requirements in a timely manner.
- Ensure that robust procedures are in place to ensure rapid passage of information and sign off of material.
- Provide updates on the situation as required.
- Being prepared to provide surge capacity by going to the affected country to meet communication requirements.

### **3) Hosting and / or Enabling Material Gathering Trips**

- Makes preparation for visiting material gathering trips:
  - Point of liaison with partners for trip arrangements.
  - Advise incoming teams during the brief writing in preparation for the visit.

- o As required, identify the best stories, partners and issues to focus on with possible advance visits to selected beneficiaries / partners.
  - o Advise on translation to meet the requirement.
- Provide communications support to material gathering trips in the region as required. Ranging from provision of advice to accompanying the trip as a team member.

#### 4) Building Country Offices Comms Capability

- Ensuring that nominated country office personnel and partners are supported by the cluster communications officer via mentoring, training and equipping in order to reach and maintain the quality level required for material.
- Assisting country offices in adhering to and maintaining Tearfund's brand.
- Proactively sharing material across teams where it could be used for purposes e.g. Footsteps or peer-to-peer learning.

#### 5) Advice Support and Liaison

- Focal point for all fundraising and Global Advocacy comms matters in the cluster.
- To advise and support countries on communicating with supporters and external audiences.
- Liaise with others collecting information from partners and countries in the cluster to avoid duplication of effort and share mutually beneficial information.

## Part 2 – Person specification

### Job title: Cluster Communications Officer (Grade 3)

	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> <li>• Degree or equivalent experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Degree in communications or post graduate level qualification in communications, marketing or journalism.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• At least 3 years communications experience in one or more of the following: copywriting, editing, filming, photography, media, PR, digital. Copywriting in English is considered essential.</li> <li>• Material gathering in field locations.</li> <li>• Used to regular travel to challenging and remote locations.</li> <li>• Experience in building capacity / training others in basic comms and story gathering</li> <li>• Working to deadlines and under pressure.</li> <li>• Experience working with translators / interpreters.</li> </ul>	<ul style="list-style-type: none"> <li>• In fundraising or campaigning.</li> <li>• Copywriting in other languages beside English.</li> <li>• Experience with digital content for email, websites and social media platforms.</li> </ul>

<b>Skills/Abilities</b>	<ul style="list-style-type: none"> <li>• Written and spoken English to a sufficiently high standard.</li> <li>• Copywriting skills</li> <li>• Photography skills</li> <li>• Interviewing skills</li> <li>• Organisational skills</li> <li>• Attention to detail</li> <li>• Time management skills and able to work to tight deadlines</li> <li>• Ability to work across cultures</li> <li>• People skills</li> <li>• Understanding of relief and international development.</li> </ul>	<ul style="list-style-type: none"> <li>• Videography skills</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Personal Initiative</li> <li>• Easily establishes rapport</li> <li>• Great communicator</li> <li>• Resourceful and determined</li> <li>• Creativity</li> <li>• Committed Christian with a personal relationship with God</li> <li>• Committed to Tearfund's Mission, Values and Beliefs</li> </ul>	
<b>OTHER COMMENTS:</b> <ul style="list-style-type: none"> <li>• Regular travel across cluster countries is a requirement</li> <li>• All roles require a DBS/Police check</li> <li>• Personal identification information will be submitted against a Watchlist database to check against criminal convictions as a counter-terror measure</li> </ul>		