



Job Description and Person Specification

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive, and you will be expected to undertake such duties as may be assigned to you by the Foundation from time to time. WFD staff are expected to be flexible in their work to deliver the objectives of the organisation¹.

Job title	Communications and External Affairs Officer	Location	London
Contract type	Full Time	Contract length	Permanent
Grade & Salary	C4 £29,053-£33,765		

Context

WFD is an executive public body of the UK Foreign and Commonwealth Office (FCO) which receives significant support also from the Department for International Development (DFID).

WFD is dedicated to supporting democracy around the world. It partners with parliaments, political parties, independent institutions and civil society to support accountable and inclusive governance in over 30 developing countries.

As Communications and External Affairs Officer, you will implement digital communications, manage communications assets and support the work of the Communications and External Affairs Department, as we engage key stakeholders and the public.

We are members of the Government Communications Service (GCS). We implement GCS campaigning and communications evaluation methodology and support GCS to continue learning and develop as communications professionals.

Main purpose of the role

The Officer will be primarily responsible for developing WFD's communications, externally and internally, in line with WFD's Communications Strategy.

The post-holder will ensure timely publication of external and internal communications including newsletters, updates to WFD.org and social media channels by researching information, drafting quality content and planning releases according to priority. The Officer will be also responsible for managing communications assets and supporting other members of the team on select efforts.

Supporting the Department's effort to build communications capacity for all, the Officer will provide basic training on digital communications to colleagues.

The post-holder will interact with all WFD teams. They will need to develop

¹ This JD is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible tasks and duties. The responsibilities of the jobholder might differ from those outlined in the JD and that other duties, as assigned, might be part of the job.



specialist knowledge of WFD programmes, key audiences and stakeholders.

Management and key relationships

Staff managed² None

Reports to³ Communications and External Affairs Manager

Key Relationships

- WFD Programmes, Monitoring, Evaluation and Learning (MEL), Operations, HR and Finance, as well as UK political party programmes funded by WFD.
- Digital communication leads at FCO, DFID, European Partnership for Democracy, Commonwealth partner organisations and others.

Main Duties

1 External communications – (guideline share of time: no less than 70%)

- Produce at least one news item weekly and one newsletter monthly
- Update WFD.org & social media on an ongoing basis (no less than weekly⁴)
- Coordinate the production of presentation products annually (e.g. WFD entry in FCO HR report - Annual Report and Accounts)
- Maintain a communications planning grid

2 Internal communications – (guideline share of time: up to 10%)

- Coordinate the production of one internal news item weekly and produce a staff newsletter monthly

3 Communications evaluation – (guideline share of time: up to 5%)

- Produce one communications evaluation report monthly

3 Building capability – (guideline share of time: up to 5%)

- Deliver one monthly internal basic training session on the WFD communications approach

4 Support to the Communications & External Affairs team – As required

Other Duties

1 Communications asset management – (guideline share of time: up to 10%)

- Maintain orderly and accessible collections of artwork, photos and videos
- Support the updating of comms guidelines for Programme colleagues
- Support the commissioning of design jobs and supply of branded assets

² Please note WFD reserves the right to increase or reduce the number of staff managed according to the needs of the organisation.

³ Please note WFD reserves the right to change the line of management according to the needs of the organisation.

⁴ A web developer and a graphic design agency are on retainer.



2	Fol response management – (occasional)⁵		
Person Specification			
Knowledge, skills and experience			
	Requirement	E/D⁶	Evaluation⁷
1	At least 2 years professional experience in any or a combination of the following fields: journalism, civil service (communications), parliament or public affairs.	E	Application
2	Experience working with - or within - UK government or parliament	E	Application
3	Exceptional written English suitable for press use	E	Application & Test
4	An understanding of communications evaluation	E	Interview
5	Basic web editing or graphic design skills	E	Application
6	Fluency in UN official language other than English	D	Application

Competences

For the purpose of recruitment and selection, candidates will be assessed against the criteria set out in the GCS competency framework (below). Once appointed the post holder's performance will be evaluated against a combination of both the GCS and WFD's competency framework (as part of our annual performance management process)

Communications Competences (GCS Competency Framework)⁸

	Requirement	E/D	Evaluation
1	Insight Gain an accurate and deep understanding of the issue(s). Use insight to identify target audiences and partners and to inform communication objectives, messages and solutions.	E	Application/Interview
2	Ideas Develop the communication strategy and plan. Select channels and develop key messages and content for target audiences. Identify evaluation criteria.	E	Application/Interview
3	Implementation Develop and implement effective communication strategies and plans. Work with stakeholders and partners to deliver communication.	E	Application/Interview
4	Impact Assess the impact and effectiveness of	E	Application/Interview

⁵ As of 2019, WFD receives Fol requests infrequently. Management of incoming requests consists of gathering information from colleagues and drafting responses working closely with the FCO.

⁶ Essential or desirable

⁷ This is relevant for recruitment purposes and sets out how a candidate will be assessed against requirements. Options are application form (App), interview (Int) or test (Test)

⁸ The Framework is available at <https://gcs.civilservice.gov.uk/wp-content/uploads/2016/06/gcs.civilservice...competency-Framework-Feb-16-1.pdf>



communication. Review achievement of objectives. Identify lessons learnt and share feedback		
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Competences (WFD Competency Framework) ⁹			
	Requirement	E/D	Evaluation
1	Strategic Thinking: - Understands and is committed to the organisation's mission, purpose and strategy; - Able to make the links between high-level objectives and business processes to identify blockages, manage risks and make realistic plans; - Helps colleagues to understand complex ideas and to make the links between their work and organisational strategy	E	Interview
2	Working with others - Understands the needs of others in the team and the relationship with their own work; - Makes best use of team and organisational resources, including time, ideas and finances	E	Interview
3	Delivering Results - Sets own measures of excellence and uses these to set challenging but realistic performance goals for self and team; - Tackles difficult problems, seeks to understand the reason for obstacles and takes personal responsibility for finding solutions	E	Interview
4	Leading and Developing People - Builds a shared commitment to a strategy / vision of where the organisation is heading and what is to be achieved; - Uses coaching and/or mentoring to develop the skills of others	E	Interview

⁹ Competencies articulate the behaviours which an organisation expects its staff to demonstrate in the course of their work both to reflect organisational values and add significance and worth.