



# Head of Communications

# Candidate Pack

Thank you for showing an interest in working for Age International. Age International is a subsidiary charity of Age UK. As such, it is supported by Age UK's recruitment team. You may receive some correspondence from Age UK – please rest assured that you have not been misdirected. We hope our candidate pack provides you with all of the information you may need about this role and what it is like to work at Age International so that you can complete and submit your application form on the Age UK careers' site.

The Age UK Recruitment Team

## Contact Details

For **general queries**, please contact [recruitment@ageuk.org.uk](mailto:recruitment@ageuk.org.uk) or 0800 077 8506.

**Age UK Careers site URL:**  
<https://careers.ageuk.org.uk/>

**Age International URL:**  
[www.ageinternational.org.uk](http://www.ageinternational.org.uk)

This pack contains the following information:

- About Age International
- Equality and diversity policy
- Role description
- Being part of the Age UK Group
- Age UK and Age International's values
- Terms and conditions
- How to apply

If you have any questions related to this role or any of the information provided, or if you would like a confidential discussion about your application, please don't hesitate to contact our Recruitment Team - we will be more than happy to help.

We wish you all the best with your application,

The Age UK Recruitment Team, acting on behalf of Age International

**Age International is the only charity in the UK dedicated to the needs and rights of older people in developing countries.**

**Do you have the passion, commitment and drive to help us raise awareness in the UK about the needs of older people in developing countries?**

**If you feel you have the necessary skills and experience, please apply for this unique and important role. A great range of benefits will be available for the successful candidate. We are a friendly team with a real commitment to helping you fulfil your potential and build your career.**

# About Age International

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Age International is the only charity in the UK dedicated to the needs and rights of older people in developing countries.

We're here to help older people in developing countries improve their income, escape poverty, receive the right kind of healthcare, survive emergencies, and have their contributions to families and communities recognised and valued.

This is because the world's population is getting older and we want to change the world for older people. Our vision is of a world in which women and men everywhere can lead dignified, healthy and secure lives as they grow older.

We are working towards a world in which all people in later life can say:

- 'I am given the help and information I want in emergencies'
- 'I have the income I need, and enjoy the best possible health and care'
- 'My voice is heard by decision-makers'
- 'I am safe and secure, free from all forms of discrimination, violence and abuse'

## Our work with Age UK

Age International is a subsidiary charity of Age UK, the UK's leading organisation focusing on the needs of older people. Age UK was formed from two organisations, Help the Aged and Age Concern, both of which had been involved in international work for many years.

## Age International's work in the UK

Age International raises awareness in the UK about the needs of older people in developing countries, and engages in influencing and campaigning work in the UK to change policies and approaches towards older people in developing countries.

## Our work with HelpAge International

Age International is the UK member of the HelpAge global network, a global network of organisations focusing on ageing. The HelpAge network has over 110 members in 65 countries working with and for older people. Age International works closely with HelpAge International to jointly design and resource programmes, policy and campaigning work globally.

## Our work with the DEC

Age International is also a member of the Disasters Emergency Committee (DEC), a network of humanitarian agencies in the UK. The DEC brings together the leading UK aid agencies to finance relief for people affected by major disasters in poor countries.

Age International is the only member of the DEC specifically focusing on the needs of older people following humanitarian crises.

For more information, please visit our website [www.ageinternational.org.uk](http://www.ageinternational.org.uk)

# Equality and diversity policy

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## **Age International is part of the Age UK Group, and follows the policies and procedures of Age UK.**

Equalities, diversity and disability are areas of great importance to Age UK and Age International. It is fundamental that people are treated fairly with respect and dignity. The Age UK Group will not tolerate any discrimination, victimisation or harassment on the grounds of age, disability, gender or gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sexual orientation.

The Age UK Group will strive to take all practical steps to prevent discrimination (on any basis) and promote equality during the course of its work, providing a supportive, challenging and empowering environment for all. We will monitor the conduct of actions taken under the framework of all our policies, including recruitment, in order to identify inequalities and formulate plans to address them, ensuring fairness of treatment at work under the 2010 Equality Act and our cultural values.

The Age UK Group recognises that every person has different needs, preferences and abilities and we must reflect this diversity in everything we do. This includes making our services and products inclusive and accessible to older people from all sections of the community and attracting and retaining a diverse workforce. By positively valuing these differences and harnessing different life experiences, attributes and contributions Age UK and Age International will be better places to work.

# The Age UK Group

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## We're local and national

We operate in partnership with our national partners – Age Cymru, Age NI and Age Scotland and 165 local Age UKs in England, charities in their own right, as well as smaller organisations called Friends and Forums.

Together, we enable, support and inspire older people to love later life in their own communities. We call this partnership the Age UK network.

## We're international

We work through our international arm, Age International, to ensure older people in developing countries have secure incomes and good health, and help them claim their rights and overcome discrimination. We also provide emergency relief, supporting older people and their families during times of crises. And we influence governments and aid agencies to help change older people's lives for the better.

## We're charitable

We have five ambitions that shape everything we do, ambitions that reflect the priorities that people in later life have told us matter to them – money, wellbeing, health and care, home and community. We work day in, day out to achieve them with support from the whole of the Age UK network, our supporters, campaigners, donors, staff and volunteers.

## We're a social enterprise

We support people to remain independent for as long as possible through our specially selected products, provide tailored financial services designed with older people in mind, have a vibrant network of shops, and provide health and social care training. All profits are donated back to the charity, enabling us to spend far more on our charitable work than we fundraise.



# Role description

Job Title:	Head of Communications
Organisation	Age International
Location	Tavis House
Type of role (*delete as applicable)	Individual Contributor
Contractual Status of Role:	Permanent
Job Title of Line Manager:	Managing Director of Age International
Job Titles and number of any direct reports e.g. Administrator (3)	<ul style="list-style-type: none"> <li>• Multimedia Content Producer/Editor</li> <li>• Communications Officer</li> <li>• Administration and Communications Officer (dotted line)</li> <li>• Senior Media Officer (dotted line)</li> </ul>
Job Purpose:	<p>To lead the development of Age International's positioning and tone of voice</p> <p>To develop and implement an integrated communications strategy</p> <p>To lead, manage and support the Communications team</p> <p>To represent this work on Age International's Management Team.</p>
Main Responsibilities/Deliverables:	<p><b>Communications Strategy and Writing</b></p> <ul style="list-style-type: none"> <li>• Work with the Managing Director to develop, implement, review and evaluate Age International's communications strategies</li> <li>• Be responsible for the development and implementation of Age International's brand positioning, style and tone of voice</li> <li>• Report to the CEO and Board of Trustees on the organisation's communications work</li> <li>• Research and write content</li> <li>• To oversee the production of key publications (for example the Annual Report and Annual Review), through developing creative concepts and themes, copy-writing and the commissioning of writing and photography, and supporting staff in the management of the production process..</li> </ul> <p><b>Line management</b></p> <ul style="list-style-type: none"> <li>• Manage, support and develop a team, ensuring that high quality work is delivered</li> <li>• Liaise with colleagues with whom the post has a dotted-line relationship, ensuring effective collaboration and team-working.</li> </ul>

### **Digital strategy**

- Work with the Multimedia Content Producer/Editor to develop, and then support the implementation of, a digital strategy that contributes to an overall integrated communications strategy and delivers growth in communications reach and reader engagement.

### **Internal communications**

- Lead an internal communications plan, to ensure Age UK staff, supporters and brand partners are engaged with the work & achievements of Age International
- Providing content for Age UK publications (for example Annual Report, Annual Review, online communications)

### **Content Gathering**

- Lead the team in its work to get the best content to illustrate our messaging and connect with wide audiences.
- This includes creating a content gathering strategy and plan - and feeding into communications trips, media stories, case studies, video briefs and photography

### **Media**

- Work with the Age UK Senior Media Officer to create a strategy and annual plan for Age International media work to increase media coverage of Age International's work, and liaise on the implementation of that plan, monitoring and reviewing progress during the year.

### **Policy & influencing support**

- Support policy and influencing colleagues through the production of publications; supporting events, and engaging with key stakeholders online.

### **Fundraising support**

- Support fundraisers by commenting on fundraising briefs, and signing off concepts and copy
- Ensure that high quality, timely, relevant information is gathered from international programmes and shared with donors to maximise the success of appeals and the impact of donor reporting

	<ul style="list-style-type: none"> <li>• Help devise and support new ideas and projects that support Age International's fundraising.</li> </ul> <p><b>Emergency appeals</b></p> <ul style="list-style-type: none"> <li>• Act as a the key communications contact with the Disasters Emergency Committee and other stakeholders, leading on communications about emergencies and coordinating activity across the Age UK network</li> <li>• Mobilise colleagues across Age UK and HelpAge to participate in, and co-ordiante response to, emergency appeals</li> </ul> <p><b>Cross-organisational working</b></p> <ul style="list-style-type: none"> <li>• Ensure a good level of understanding of Age International by Age UK and HelpAge International and build effective working relationships with these key partners</li> <li>• Work with HelpAge (which has a global communications remit) and global network members to maximise the impact organisations' communications strategies, working together on issues of common interest where appropriate</li> </ul> <p><b>General</b></p> <ul style="list-style-type: none"> <li>• Support the Managing Director of Age International in the management and development of the organisation.</li> </ul>
Quantitative Aspects of Role:	<ul style="list-style-type: none"> <li>• Financial management of international communications expenditure (up to £50,000 per annum)</li> <li>• Produce and manage content for all of Age UK's and Age International's flagship communications products, both online and offline</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Working in senior communications role within an internationally-focused organisation</li> <li>• Developing and monitoring communications strategy and plans</li> <li>• Working in large organisations or network structures</li> <li>• Managing budget</li> <li>• Line management</li> <li>• Project management</li> <li>• Managing interface with range of different teams across diverse organisation (ie marketing, fundraising, media/PR, digital, media, retail, training, campaigning and advocacy teams)</li> <li>• Demonstrable success in raising profile in competitive market</li> <li>• Using and adapting sector trends and techniques as and where appropriate</li> </ul>
Knowledge & Skills	<p>Knowledge</p> <ul style="list-style-type: none"> <li>• Understanding of development issues, international affairs and global ageing trends</li> <li>• Of different audiences and the issues that they may respond/relate to</li> <li>• Of different fundraising and marketing techniques</li> </ul>



	<ul style="list-style-type: none"> <li>• Understanding of the digital and media landscapes</li> </ul> <p>Skills</p> <ul style="list-style-type: none"> <li>• Analytical skills</li> <li>• Ability to judge how and when to use information for different audiences and to be proactive in seeking appropriate channels to disseminate information</li> <li>• Fluent in written and spoken English with excellent copy writing and editorial skills to communicate complex issues clearly, succinctly and inspirationally</li> <li>• Representational and presentation skills</li> <li>• Able to set and achieve goals against tight timescales</li> <li>• Team player with ability to build strong working relationships across and within other organisations and departments</li> <li>• Respect for and understanding of different cultures</li> <li>• Flexibility and ability to react and respond effectively and creatively to unplanned demands</li> <li>• Strong listening, persuasion, negotiating and interpersonal skills</li> </ul>
Qualifications	Educated to degree level or equivalent or qualification in journalism or international development
Additional Circumstances:	Willingness and ability to travel overseas and to attend events and meetings outside normal working hours
<p><b>Notes:</b></p> <ul style="list-style-type: none"> <li>• <i>This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role. Therefore, this role description does not describe any individual role holder.</i></li> <li>• <i>In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.</i></li> </ul>	

# Our values

Our values describe what makes our people 'Age UK People' and 'Age International People'. They are the qualities and ethos that we expect our staff and volunteers to embrace at all times, both in interactions with other staff, but also with external customers.

## **Respectful**

We treat others as they would want to be treated.

## **Inclusive**

We work together, we involve and we consult.

## **Positive**

We welcome challenges and celebrate achievements.

## **Realistic**

We are open and truthful whilst remaining ambitious.

## **Solutions Focussed**

We ensure that what we do makes a real difference.

## **Expert**

We strive to be the best at what we do.







## **Empowering**

We support others to achieve their goals.

## Learning and Development

We all need different types of support when we reach various stages in our life, be it career advancement, learning new skills, taking care of our own wellbeing, offering our support to others or just simply having some space to think about what's next in our lives.

At Age UK, all employees have access to **Designing Your Future**, a program that enables our employees to take ownership and map out their personal development journey through six core programmes.

-  Growing Skills
-  Enabling Managers
-  Inspiring Leaders
-  Mentor Me
-  Talent Up
-  Age Friendly

These tools are supported by our in-house learning & development team, where you can access a variety of learning courses and request further training or support that you feel would support you in developing within your role.

## Benefits

### Holidays

All full time employees are entitled to 26 days holiday per year + bank holidays.

### Competitive Pension

We offer a generous pension plan with employer contribution of up to 9%. You will be auto enrolled from your start date paying an employee contribution of 1% with Age UK making an employer contribution of 4%. At any time you have the option to increase your contributions to either 3%, in which case we will pay 8%, or to 4% or more and we will pay 9%.

The Age UK Pension Plan has been accredited with the much sought after Pensions Quality Mark.

### Bupa Cash Plan

Applicable to optical treatment, dentistry, health screening, specialist consultations and alternative therapies.

### Perks

Variety of discounts for many different online retailers.

### Cycle Scheme

You can buy a new bike and accessories worth £1000 or less absolutely tax free. You can pay a small percentage of your bike's market value to own it outright.

### Childcare Vouchers

Employees can salary sacrifice an amount of their choice per month to pay for childcare provision and make the tax and NI contribution saving as a result.

### Life Assurance

From the day you start, you will have a life assurance policy. The standard value is 2x your annual salary which increases to 4x if you are a member of the pension scheme.



## Our commitment to you

### We will inspire

We are committed to being an employer of choice and attracting and retaining talented people by investing in learning and development that is tailored to the needs of individuals and builds on their strengths.

### We will enable

We value our people's expertise, knowledge and experience and believe career paths should be flexible to meet the future needs of our business and the strengths and aspirations of our people. With the support of their manager we believe our people should own their own development.

### We will support

We believe our employees should be empowered to take responsibility for their own learning and career path. We will ensure that in line with business needs all staff regardless of location or level will have access to appropriate developmental opportunities.

# How to apply

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## Internal Applicants

Follow the link provided on the intranet to apply for this role. You will be redirected to our careers site where you will have to complete and submit either an application form or an expression of interest.

## External Applicants

Visit our careers site at <https://careers.ageuk.org.uk/>. Please remember that even though you are applying for a position at Age International, you will be completing an Age UK form and sending it to an Age UK address.

On selecting the role you would like to apply for, you will be prompted to create a candidate profile which requires an email address. Once created, you can complete, submit, and track your application and even sign up for job alerts so that we can contact you in the future should we be recruiting for any roles which match your selected job criteria.

We will contact all candidates who have applied between 7 – 10 days following the closing date to let them know the outcome of their application.

We look forward to receiving your application and thank you for your interest in working for Age International.