



**Join our team**

**Senior Communications  
and Engagement Manager**



# About Age International

Age International is a charity which responds to the needs and promotes the rights of older people, focused on those facing challenging situations around the world. We are a part of the Age UK Group and are the UK member of HelpAge, a global network which supports older people across the world. We are also the only member of the Disasters Emergency Committee (DEC) which specifically delivers age-focused humanitarian response in emergencies.

Age International recognises that around the world, there are increasing numbers of older people whose basic needs are not being met, and whose human rights are being overlooked, leading to increasing inequality and injustice.

We strive for a world where older people are respected and valued, their voices are heard, their contributions are recognised, their basic needs are met, and their human rights are realised.

## We focus on

**Healthy ageing** – in collaboration with local and global partners, we work to safeguard the health, wellbeing, and dignity of older people. We advocate to ensure older people have access to health services and are included in Universal Health Coverage.

**Tackling ageism** – we support older people to know their rights and hold governments accountable. We are calling for a new United Nations convention on the rights of older people.

**Delivering inclusive humanitarian aid** – we support older people through emergencies and help them rebuild after crises. We advocate for age-friendly humanitarian response.

**Ageing work and income** – older people in low and middle-income countries often must continue working through later life just to afford the basics. We campaign for older people to receive pensions, or support to generate a secure income.

**Working with our partner HelpAge International to deliver our work** – we raise funds from the UK public and other donors, which support the HelpAge global network to implement programmes directly, and through local partner organisations.

“I’m proud to work for Age International. We have a great team and a unique mission. I’ve visited older people supported by emergency response and longer-term development work: we really make a difference! We are excited about our goal of engaging more of the UK public with our cause through communications and campaigns.”

**Alison Marshall**

CHIEF EXECUTIVE  
OFFICER



## Our Values

We are  
**AMBITIOUS**

We are  
**PURPOSEFUL**

We aim to be  
**BRILLIANT  
PARTNERS**

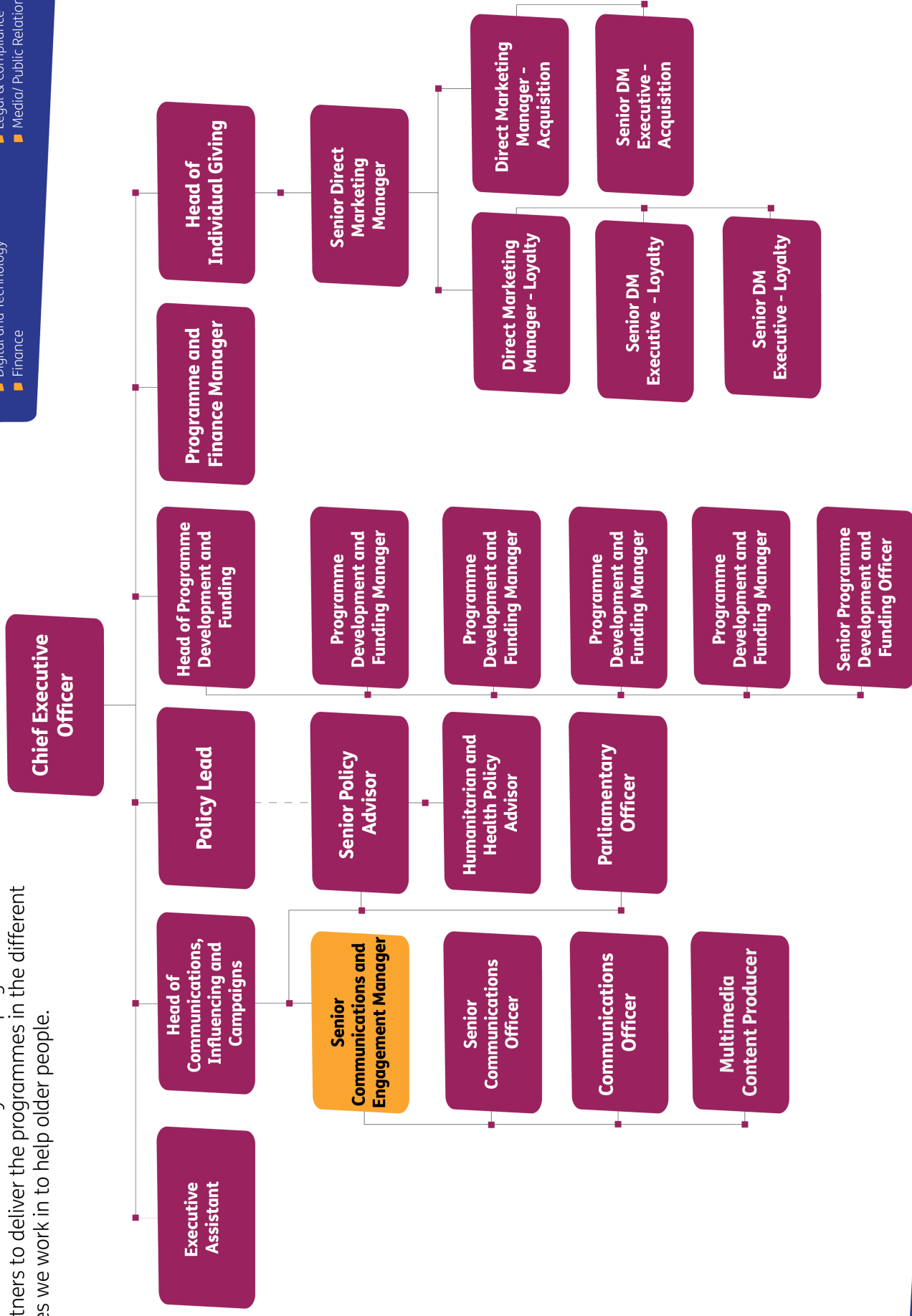
We **BUILD**  
EACH OTHER  
**UP**

## Who we are

Age International is a small organisation in headcount however we are lucky to be part of Age UK and can share support teams. We work closely with HelpAge International and partners to deliver the programmes in the different countries we work in to help older people.

### Age UK Shared Services

- Brand Services
- CRM and Supporter Engagement
- Digital and Technology
- Finance
- Governance
- Internal Comms
- Legal & Compliance
- Media/ Public Relations
- People
- Policy
- Public Affairs
- Research





We're an  
**Age-friendly  
Employer**

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# Senior Communications and Engagement Manager

## The job, in a nutshell

This is a fantastic opportunity to join a small but mighty organisation, with a strong mission to champion older people's rights internationally. You will lead a high performing team within an integrated Communications, Influencing and Campaigns function. You will lead our communications around Disasters Emergency Committee (DEC) appeals, in which we are proud partners, amongst other key collaborations. Your evident track record and passion for communications and engagement, including via UK public campaigning, will help take our work onto its next stage.

The successful candidate will manage a team of three, including the Senior Communications Officer, Communications Officer, and Multimedia Content Producer.



# What you'll do for us

## Strategy

- Work with the Head of Communications, Influencing and Campaigns to develop and implement the Age International Communications strategy, in support of the organisational strategy.
- Support the building of integrated approaches cross-organisationally, as part of our efforts to harmonise messaging, maximise engagement, and streamline processes across our influencing work, fundraising and public engagement.
- With the Head of Communications, Influencing and Campaigns, plan and implement public campaigns which mobilise the UK public to support our calls to action, and which build and engage an active group of campaigners.
- Communicate the role of Age International as a high impact organisation making advances in priority areas (both in terms of thematic areas and countries) and working as part of the Age UK family and through partners.
- Strive to ensure the voices of older people internationally are amplified, contributing their experiences, views and aspirations to realise their rights and improve lives.

### Location

Hybrid with minimum 2 days per week in our central London office (EC3)

### Hours

35 per week

### People management

Yes

### Division

Age International

### Department

Communications, Influencing and Campaigns

### Line Manager

Head of Communications, Influencing and Campaigns



## Planning, approaches and evaluation

- Lead the team to deliver the Communications strategy by setting clear goals for team members, establishing standardised approaches, strategically planning external-facing outputs, and providing editorial feedback and sign off.
- Create a plan for audience diversification which supports ambitions around targeting and complements the work of Campaigns and Individual Giving. Lead implementation of this plan in coordination with other teams, particularly Individual Giving, to develop our 'supporter journey' model.
- Oversee the processing of Comms requests and briefs from wider teams, taking responsibility for managing expectations and delivering on projects.
- Ensure there are clear ways of working and procedures in place (eg. around crisis comms) to enable smooth operations and consistent approaches.
- Set clear objectives and Key Performance Indicators (KPIs) for the Communications and Campaigns activity. Report regularly against these to the team, wider organisation and Board. Use insight and learning to regularly review progress, updating strategies and plans accordingly.

## Key relationships and collaboration

- Support the work of the wider organisation by contributing to advance planning, providing communications and engagement support on cross-team projects, and championing collaborative approaches.

- Act as the Disasters Emergency Committee (DEC) lead point of contact for Communications. Build relationships with DEC colleagues and relevant DEC member agency staff. During emergency appeals, work with Age International's Programme Development and Funding team and Individual Giving team to develop key messaging, launch the appeal, and manage ongoing communications.
- Maintain the relationship and build collaboration with the Head of Global Communications at HelpAge International, holding regular planning/prioritising meetings to align where possible.
- Work collaboratively with Age UK colleagues, including the Campaigns team, building joined-up approaches to how we engage with the UK public on local, national and international issues.

## **Brand guardianship**

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- Support the Head of Communications, Influencing and Campaigns in the development of brand, tone of voice, messaging, and organisational positioning.
- Act as the lead brand guardian. Provide brand feedback to stakeholders during the development of content, assets and projects. Give final approval on brand for all external facing outputs.
- Lead brand-building initiatives to increase brand awareness, reach, impact and trust levels.

## **Digital**

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- Act as a central point of contact for all digital issues at Age International.
- Oversee and develop Age International's 'owned' social media channels and website, ensuring quality control, that the messaging is aligned with strategy and brand, accessibility requirements are met, and reputational management is considered.
- Manage the end-to-end delivery of the campaigner supporter journey including writing email copy and creative development, data management, and liaising with a range of stakeholders - both internally and externally. Managing use of the digital campaign action platform (currently Engaging Networks).
- Keep abreast of digital content trends, developments, opportunities, challenges, initiatives and issues in the charity sector and beyond.

## **Content**

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- Champion a story-telling approach to content, using high quality, authentic first-hand accounts. Ensure our communications are 'decolonised', honour our partners and centre older people's voices.
- Commission top quality content by briefing freelancers and agencies, and managing subsequent relationships. Manage content gathering briefing and contracting processes.
- Work closely with HelpAge International, in-country offices, and the Programme Development and Funding team, to deliver high quality, strategic content. Where possible, collaborate with local communications professionals for filming, photography and interviews, in the spirit of amplifying voices and enabling localisation.

## **Line management**

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- Line manage the Senior Communications Officer, Communications Officer and Multimedia Content Producer, ensuring clear objectives are set, regular performance reviews are carried out, and the team is supported and able to develop.
- Provide line management support to the Senior Communications Officer who holds the relationship with the Age UK Media Manager to coordinate PR/traditional media requests, as well as exploring

proactive opportunities. Help make best use of this (currently limited) resource.

- Support the Communications Officer to enhance the internal communications activity, ensuring it aligns with strategic priorities and builds awareness amongst Age UK audiences (local and national). Also support them in their contact with the Age UK Celebrities team, to identify opportunities for engagement and relationship building.
- Support the Multimedia Content Producer to showcase their creative skills through producing engaging content for print and digital, raising the bar on the quality of our communications.
- Manage internal and external stakeholder requests for the team, to support prioritising and workload management.

## General

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- Deputise for the Head of Communications, Influencing and Campaigns in their absence and when required.
- For time-critical issues (eg. breaking news or DEC appeals), and on occasion, be able to work out of hours to support the CEO to issue statements, post on social media, and respond (via the Age UK Media Manager) to traditional media requests.
- Monitor and manage the Communications and Campaigns budget, advising on budget sign-off and complying with the relevant policies and processes (including the Budget Holder Roles and Responsibilities) - with support from the Programme and Finance Manager.
- Support the Head of Communications, Influencing and Campaigns in providing accountability, including compiling reports for the Board and Senior Leadership Team as required, and reporting on KPIs and the Communications strategy delivery.
- Manage organisational risk related to communications and engagement, following the communications crisis policy with Age UK media relations support if necessary.
- Ensure ongoing organisational compliance with all communications and engagement-related obligations, such as copyright and use of brand with partners.
- As required, represent Age International at events, meetings, forums, and conferences to make presentations on behalf of the organisation.

# What we need from you

The below competencies will be assessed at the indicated stage of the recruitment process:

Application = A, Interview = I, Test and/or Presentation = TP

## Must Haves

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### Experience

- Substantial experience of developing and delivering a communications and engagement strategy. (A, I, TP)
- An experienced line manager, with a track record in running a well organised function, clarity around roles/responsibilities and ways of working, and supporting the professional development of a team. (A, I)
- Evidence of expanding audience reach and UK public engagement, ideally including leading (or collaborating) on campaigning activity and growing a supporter base. (A, I, TP)
- Experience of managing high value relationships and collaborative approaches with external stakeholders and partners. (A)
- An experienced brand guardian, with a track record in maintaining and developing brand awareness. (A, I)
- Experience of content commissioning, including contracting freelancers/agencies and managing to budget and on time. (A, I)
- A track record in keeping abreast of digital trends and opportunities, and acting as the organisational point of contact on digital issues. (A, I)
- Budget compliance and management experience, maintaining the relevant policies and processes. (A)

### Skills and Knowledge

- Excellent verbal and written communication skills, utilised to present internally/externally and through overseeing our written outputs. (A, TP)
- Effective project management skills and adept at leading project teams, with target setting, monitoring and reporting in place. (A, TP)
- Excellent time management, the ability to work at pace and maintain momentum on complex projects. (A)
- Strong people management skills and experience, including performance management and professional development. (A, I)
- Understanding of what Diversity, Equity and Inclusion (DEI) means in relation to this post, and the ability to incorporate equality practices into all aspects of the work. (A,I)

### Personal attributes

- A talented communications professional, with an eye for high quality design and strong written copy. (A)
- A clear thinker who can lead a team under pressure, and support it to manage multiple (often competing) priorities. (A, I)
- A collaborative and supportive colleague who champions the function / team. (A,I)



## Great to Haves

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### Experience

- Hands-on experience of crisis communications and reputational management. (A)
- Experience of managing or working alongside a public campaigning function, and the range of tools and approaches used. (A, I)
- Ideally, experience of ‘supporter journey’ implementation, data management, and using digital platforms (eg. Engaging Networks). (A, I)
- Practical insight into the benefits of integrated approaches, including with policy, programmes and fundraising colleagues, to build more effective communications and engagement. (A)

### Skills and Knowledge

- A proficient editor with a passion for high quality copy. (A)
- Website review and development skills. (A)
- A clear grasp of the importance of amplifying older people’s voices, and how this can be achieved. (A, I)
- Knowledge of the international development sector, and/or charity sector, and of working within complex networked organisations. (A, I)
- Understanding of the importance of ‘decolonised’ and localised approaches to communications and engagement. (A)

### Personal attributes

- An interest in the interface between Communications, Influencing and Campaigns. (A)
- Willingness to learn and remain open-minded in a fast changing sector. (A)




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.

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.

Age UK acknowledges that some groups are less likely to apply for roles and we welcome applications from anyone who feels they have the skills, time and energy to commit to us.

## Contact information

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HelpAge International UK, trading as Age International, is a registered charity (no. 1128267-8) and a subsidiary of Age UK (charity no. 1128267 and registered company no. 6825798); both registered in England and Wales. The registered address is 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB

