



Climate Change Press and Communications Coordinator

CARE Denmark (CDK) is seeking a Press and Communications Coordinator for the CARE International Poverty, Environmental and Climate Change Network (PECCN). The position plays a critical role in developing and strengthening CARE's global climate change work. Tackling climate change is fundamental to tackling poverty – sharing stories and real world examples of both the problems and solutions are critical for CARE.

This role speaks on behalf of CARE international; works strategically with CARE and partners to identify and share key findings, elevates CARE messages through various mediums, engages with international press and media, and leads CARE's global communications effort on climate change.

Profile

- Minimum qualification of a Bachelor's degree (preferable Master's degree) in journalism, communications or related field. Proven ability to translate technical political discourse into clear messages.
- Minimum 5 years of relevant work experience in development and/or climate change.
- Experience of working in a developing country, or with people in developing countries.
- Excellent written and spoken English skills.
- Experience of media relations in an international context, and design of communications and campaigning materials.
- Experience of social media, developing campaigns, managing websites and online communications.

How to apply

Please apply via CARE Denmark's website <http://www.care.dk/jobs-eng/> using the "Apply now" button in the ad. As part of the application process, please outline a max 1-page communications strategy in support of CARE's global climate change advocacy and campaigning work in 2015, leading up to the crucial COP21 climate change talks in Paris in December. Please submit your strategy along with your application letter and CV. Please note that you must have all of your completed application materials ready and available for uploading before you enter into the application system as you cannot log in and out of the portal.

Deadline for application is **April 27, 2015 with** final physical interviews in Copenhagen May 26-28 2015

CARE International's Poverty, Environment and Climate Change Network (PECCN)

Press and Communications Coordinator Job Description



1. Overview

Post Title: Climate Change Press and Communications Coordinator

Responsible to: Director, Poverty, Environment and Climate Change Network (PECCN)

Base Location: Preferably CARE office-based or home-based in the applicant's country of residence. Travel to CARE International (CI) Members and Country Offices is required. Must work closely with CARE Members, regional and country offices and CARE's global communications staff.

External Contacts:

- International print, online and broadcast journalists, including newswire correspondents/freelancers.
- Opinion-formers and other key stakeholders.
- Partner organizations, including coalitions, research organizations, private sector and civil society and NGOs.
- Design, print, copy-editing, photography, video production and other communications agencies.

Internal Contacts:

- PECCN Steering Committee/Management Team/Theme Team Members, CARE global staff.
- CARE Members, Regional and Country Offices.
- CARE International Secretariat (Geneva).
- CARE International Communications Working Group (COM-WG) across the CARE confederation.
- CARE advocacy teams.
- CARE fundraising teams.

Line Management Responsibility:

- External consultants as and when required.
- Volunteers and/or interns as and when necessary.
- Additional communications staff if required.

Budget Responsibility:

Responsibility for overseeing communications spending (but not direct budget responsibility).

Reports to:

Director of the CARE wide Poverty Environment and Climate Change Network (PECCN).

2. Summary of Role

CARE International, supported by CARE Denmark (CDK), is seeking a Climate Change Press and Communications Coordinator for CARE International's Poverty, Environmental and Climate Change Network (PECCN). The position plays a critical role in developing and strengthening CARE's global climate change work. PECCN is the first Centre of Expertise within the CARE International confederation (CI), and includes hundreds of professionals from across CARE that are committed to addressing the challenges of environmental change from the perspective of the world's poorest and most vulnerable. PECCN's aims and objectives are defined by CARE's Climate Change Strategy 2013-15. See: www.careclimatechange.org for further details of CARE's climate change programming and advocacy.

Climate change poses one of the greatest threats to eradicating poverty. Climate impacts are already hitting the world's poorest and most vulnerable people hard, even though perversely they have limited responsibility in causing the problem in the first place. CARE and its partners are working from local to global levels to find solutions that prioritize the needs of the world's poorest people in the face of climate change impacts. Collating and sharing trends, important developments and the complex stories of climate change, whilst ensuring CARE's priority issues are understood, heard and acted upon by those with the power to effect change, is key to CARE's poverty- fighting efforts.

The Climate Change Press and Communications Coordinator is a key senior staff member in the PECCN Secretariat. In this role, she/he plays an active role in speaking on behalf of CARE International; works strategically with CARE and partner climate programmes to identify and share key findings, elevates CARE's messages through a variety of mediums, engages with the international press and media, and leads CARE's global communications effort on climate change.

3. Key Areas of Responsibility

1. To develop and execute an ambitious, imaginative, and effective communications strategy for CARE's climate change work, and specifically taking advantage of the myriad climate-related opportunities in 2015.
2. To strategically raise the profile of CARE's climate change work amongst priority audience groups by articulating the work at the highest possible levels of international print, broadcast and digital media in order to achieve frequent, high-profile media coverage. This includes drafting and commenting on complex technical media and communications concerning climate change and its interplay with broader development issues, as well as working closely with CARE's global network of media, climate and development professionals and coordinating media trips/activities as required.
3. Management of CARE's climate change website, internal climate change platform and photo library, and oversight of CARE's internal climate-related communications.
4. To coordinate and provide input into the development and production of high quality communications materials. This includes drafting text for media releases, blogs/OpEds, talking points, the PECCN newsletter, CARE's climate change website and internal climate communications; overseeing the production and launch of CARE's flagship climate change reports; leading communications at key climate change conferences and coordinating and supporting country offices

to develop human interest stories and evidence-based case studies, including photography and/or video. It also includes management of CARE’s climate-related social media channels.

5. Cultivate and maintain good relations with relevant counterparts within CARE and externally within multi-lateral organisations, foundations, international NGOs and research organisations. This includes working closely with PECCN’s Director, Advocacy Coordinator, Learning and Knowledge Management and Regional Coordinators to achieve a coordinated advocacy, LKM, programming and communications effort.

Special Features

The post involves occasional travel overseas for field visits, meetings, conferences and collaboration with key journalists in order to generate strong coverage for CARE’s work. It includes participation in CARE’s Communications Working Group (COM-WG) annual meeting. This document is not an exhaustive list of the core elements of the role. This job description is a working document and may be amended by mutual agreement.

CARE International Person Specification

	Essential	Desirable
Education / Qualifications	<ul style="list-style-type: none"> • A First degree or equivalent in journalism, communications or relevant field. • Media-trained. 	<ul style="list-style-type: none"> • Master’s degree in communications or journalism • Minimum 5 years of relevant working experience in development and climate change. • Experience working in a developing country, or of working with people in developing countries.
Skills / Abilities	<ul style="list-style-type: none"> • Excellent written and spoken English, including the highest level of copywriting for publications, press releases and online information. • Excellent planning and project management skills. • Ability to work under pressure and to tight deadlines. • Budget monitoring skills. • Ability to influence, direct, motivate and communicate with internal and external colleagues at the highest level. 	<ul style="list-style-type: none"> • Fluency in at least one other relevant language, e.g. French or Spanish. • Some experience of providing communications training (media, branding etc.) • Journalistic writing skills. • Experience of public speaking.
Experience / Understanding	<ul style="list-style-type: none"> • Technical climate change knowledge and experience. • Experience of media relations work in an international context. 	<ul style="list-style-type: none"> • Experience of working in sustainable development.

	<ul style="list-style-type: none">• Experience of managing a website and online communications.• Experience of overseeing and developing print publications.• Knowledge of social media and ways to apply strategic communications approaches.• Knowledge of diverse media audiences—including methods and approaches—as well as a global network of press and media contacts, design and communications agencies, organisations or individuals.• Highly motivated self-starter who is able to work alone across a complex and virtual network.	
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