

Head of Communications, Campaigns & Advocacy

Title	Head of Communications, Campaigns & Advocacy
Contract:	Permanent - Full-time, hybrid and flexible working available (must be able to attend the London meetings at least once every 6 weeks).
Location	MS International Federation (MSIF), Skyline House, 200 Union Street, London SE1 0LX. Must be UK Based (all staff are currently working remotely, with access to the office on a voluntary and needs basis).
Relationships	Reports to the Deputy CEO. Line manages the Communications and Campaigns Manager and the Communications and Campaigns Officer. Works closely with all staff members, in particular the CEO, Head of Research and Access, Head of Capacity Building and Director of Fundraising and Engagement.
Authority	Responsible for a budget of around £260,000
Salary	£51,191
Job Purpose	To lead the development of strategies, collaborations and activities across the global MSIF movement with a focus on information, communications and campaigning.

About the MS International Federation (MSIF) and our movement

The MS International Federation is a unique global network of MS organisations, people affected by MS, volunteers and staff from around the world. We have 47 member organisations and we are in contact with more than 50 additional organisations worldwide. We are all working together, as the global MSIF movement, to improve the quality of life of everybody affected by MS and to end MS forever.

The MSIF secretariat in London has 20 staff and acts as a central point of communication for the whole movement, facilitating collaboration among members, convening members for learning and networking opportunities and providing capacity building support to new and emerging MS organisations.

2022 is the final year of our strategy: 'Together we're stronger than MS'. This is an exciting time to join MSIF, as we are currently developing our new strategy, ready for launch in 2023. This strategy will be for the whole MSIF movement, not for the secretariat alone. Throughout this strategy, member organisations will be central in designing, resourcing and implementing projects to tackle the big challenges for people affected by MS around the world.

Our current strategy has five interconnected strategic aims. The number of aims is likely to reduce in the new strategy.

				
Greater scientific understanding and new treatments	Improved access to treatment and healthcare	A stronger, broader MSIF movement	Confident and informed decision making	Positive changes in attitudes, policies and practices

Job Description

This role will suit a strategic, collaborative person who likes to take the lead and get things done. It requires an appetite for hands-on work as well as the skill and authority to bring together high level communications, campaigning and advocacy staff from our member organisations to facilitate their contributions to collaborative projects.

MSIF's approach to communications is to identify the best materials around the movement and repurpose/adapt/translate these to make them suitable for use in any country. Where there are information gaps or need for global consensus, such as evidence based advice on covid-19 for people living with MS, we bring relevant experts from across the global movement together to develop the materials and make it available for all, be that via our member organisations or via the MS Resource Hub on our website.

You will lead and implement our information and communication activities as well as develop our campaigning work. Currently this is focussed on working with MSIF's Communications and Campaigns Manager and Officer to deliver our flagship campaign, World MS Day and collaborating across teams, particularly the access and capacity building teams, to work on other new campaigns and advocacy that may evolve over the new strategic period.

Responsibilities and tasks

Core approaches

Below are a set of core approaches, which are central to this role:

- Ensure projects are 'owned' and collaboratively implemented by our member organisations by coordinating, inspiring, building consensus and maintaining momentum with key staff and volunteers for each project.
- Ensure involvement in decision making from a variety of members. If member organisations take the lead on particular projects, support them in that role.
- Determine the most appropriate way to deliver specific communications and campaigning activities, making judgements about which would be most effectively undertaken by members and which would be best carried out by the MSIF Secretariat.
- Actively involve people affected by MS in all aspects of our work.

Specific responsibilities and tasks:

- Lead on the development, implementation and regular analysis of strategies for information, communication and campaigning. Prepare project plans and budgets and ensure these are aligned with MSIF's mission and strategy.
- Lead regular internal planning and coordination meetings for MSIF communications, driven by audience, to meet key programme, information, advocacy and fundraising goals.
- Refine our approach to social media, ensuring it is in line with our strategic aims and has the MSIF movement as its central focus.
- Manage and continually improve the development, content creation, user experience and analysis of MSIF's websites, reacting to feedback and data to inform future plans and development.
- Explore ways to increase the uptake and effectiveness of information resources in Spanish and Arabic, including looking at ways to work more closely with members in Spanish and Arabic speaking countries to understand their needs and uses of these resources.
- Line manage the Communications and Campaigns Manager and the Communications and Campaigns Officer who deliver the World MS Day campaign, developing our information programme, managing our social media channels, and sourcing content for newsletters and the website. Ensure consistent implementation of human resource policies.
- Chair and coordinate a group of member staff and volunteers, supporting them to identify, adapt and translate existing information resources to make them appropriate for use in any country. Where no resources currently exist, work with the group and key experts in topic areas to create new resources. Support the Communications and Campaigns Officer to develop the MS Resource Hub.
- Represent MSIF on a communications team of member organisations supporting the work of a collaborative global research initiative, the International Progressive MS Alliance. Ensure the voices of our members are heard through this group and work with the team to develop internationally relevant content and materials to communicate progress of the Alliance.
- Lead and support the communications team to produce a monthly trilingual e-newsletter, sharing updates from the MSIF movement and the latest research and scientific developments in MS. Improve uptake in three languages.
- Work with the Research and Access team to develop communication and campaign activities that support MSIF's aim to improve access to treatment.
- Work in a cross-cutting team on the Atlas of MS, the largest global study of the treatment and care accessibility and epidemiology of MS. Identify needs and develop communication and advocacy tools to support MS organisations to use the Atlas of MS for change.
- Lead on gathering powerful stories and imagery that show the realities of life with MS and the impact of the MSIF movement.
- Build and foster good working relationships with key communication, information and campaigning staff from our member organisations. Act as their main point of contact within the secretariat for all issues relating to these areas.
- Work closely with all colleagues in the secretariat to provide advice and support on activities and cross-cutting projects requiring communications and campaigning inputs.
- Design and deliver workshops and webinars to meet the needs of MS organisation staff and volunteers.
- Manage contracts and relationships with a number of external suppliers in areas such as website design and hosting, translation, mass mailing software, graphic design, print and photography.

- Champion MSIF's brand & visual identity, ensuring it remains trusted and engaging while flexible to internal needs, and develop the brand and identity of the global MSIF Movement.
- On occasion, act as a spokesperson for promoting MSIF's and the MSIF Movement's programmes and activities through the media and at external events.
- Contribute to the smooth running of MSIF's secretariat office and general administration. MSIF is a self-admin office - all staff are expected to respond to enquiries related to their area of work, manage their own administration (travel bookings etc.) and occasionally take minutes and answer telephones.

Person Specification

Essential	Desirable
Vision, strategic insight and the capability to inspire and mobilise colleagues, the MSIF movement and outside stakeholders.	Experience of working in an international organisation.
Significant experience of developing and delivering communications and/or advocacy strategies and plans to ensure broad strategic goals are achieved.	Experience of planning and implementing campaigns with intended international reach.
Proven track record in planning and implementing integrated, multi-stakeholder campaigns.	Experience of writing and editing public health, disability or medical communications.
Evidence of relationship building, influencing and collaborating with stakeholders from different backgrounds and cultures in a way that inspires confidence and commitment and encourages ideas and initiative from others.	Skilled in the use of the Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premier).
Fluent spoken and written English with the ability to communicate effectively at all levels.	Knowledge of data protection regulations (GDPR) and how they apply to charitable organisations.
Proven ability to communicate complex and technical information in an accessible way, tailoring information to specific audiences and channels.	Language skills in Spanish, French, Portuguese or Arabic or another second language.
Creative and innovative approach to communications, showing enthusiasm for keeping on top of new developments and for acquiring new digital skills in the fast moving communications world.	Proficient in the use of Wordpress and Google Analytics for website management and review.
Project management skills including coordination, monitoring and evaluation.	Experience of working within a membership organisation.
Experience of editing documents and publications to ensure suitability for the intended audience, consistent tone and messaging.	
Strong planning and prioritisation skills, able to manage a busy and varied schedule, working calmly to reach deadlines.	
Meticulous eye for detail in all areas of work.	
Experience of commissioning and managing contracts with a wide range of suppliers and consultants.	

A flexible and cooperative team player who demonstrates an ability to work effectively and is able to make positive contributions to group work.	
An international world view and understanding of diverse cultures.	
Experience of managing, coaching and developing staff/volunteers with varying levels of experience.	
Prepared to travel internationally occasionally.	
An interest in multiple sclerosis/health/disability.	