

## **Strategic Communications Lead, Modern Energy Cooking Services Programme**

**REQ200057**

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**

1.8 billion people have access to electricity but still cook with biomass. Load shedding, weak grids, affordability of electricity, accessibility of liquid petroleum gas (LPG), tradition, perceptions, and a lack of suitable cooking appliances all act as barriers to scaling up the use of electricity or gas for cooking – clean cooking. The Modern Energy Cooking Services Programme (MECS), is a £39.8 million, 5 year programme funded by UKAid through the Department for International Development, led by Loughborough University.

We already know that increasing access through renewable energy generation is becoming more affordable and opening new windows of opportunity. New business models and smart monitoring are improving the reliability of LPG distribution, appliances can be made more energy efficient but still cook favourite foods so they taste right, and cooking with electricity is becoming increasingly affordable with issues of reliability and sustainability being overcome. We want to build on these opportunities and the new knowledge emerging from the MECS programme to break out of business-as-usual approaches and rapidly accelerate the transition from biomass to clean cooking on a global scale. The MECS programme is organised into four core workstreams; UK universities and innovators, southern partners, a challenge fund and scale-up. These four workstreams come together to achieve the ultimate ambition of the programme, which is to change the narrative on clean cooking, encouraging people to move away from biomass, charcoal or coal fuelled cooking and to embrace modern, cleaner, healthier fuels such as electricity and LPG. The Strategic Communications Lead will play a critical role in achieving the narrative change needed, both on a programmatic level (e.g. through high-level policy influence) and by working with our in-country partners to identify what a change in narrative looks like in different contexts. MECS is aiming to drive impact and change at scale, it's not just about paraphrasing our research into a shorter document.

### **Job Description**

**Job Grade:** Management and specialist, Grade 6

### **Job Purpose**

The role of the Strategic Communications Lead will be to raise the profile of the research programme through targeted communications tailored to a wide range of audience groups and leading on our ambition to change the narrative around clean cooking. The post-holder will work in close collaboration with the existing MECS Project Management team (the Principal Investigator, the Research Co-ordinator (Co-I), Project Manager, Challenge Fund Manager and Senior Research Associate). The post holder will also engage in strategic partnership work with other organisations as required. The post holder will be required to travel to work with partners across the UK and overseas

### **Job Duties**

- Develop and implement an evidence-based, integrated strategic communications plan for the MECS programme that is underpinned by robust evaluation

- Develop stakeholder engagement strategies, including stakeholder mapping, to support strategic communications activities and engagement
- Produce a range of communications material across print and web, including the commissioning of video, photography and creative visuals such as infographics
- Respond efficiently and effectively to requests from senior leadership
- Communicate complex and conceptual ideas to a wide range of audiences, including those without specialist or academic knowledge, using a variety of media
- Develop the programme's profile as the international leader for research and delivery on transitions to Modern Energy Cooking Services
- Work with MECS partner organisations to enhance their communications capacity and support them in translating research into clear and impactful messaging
- Provide training and support to other team members on comms-related activities
- Develop and maintain a MECS photo library
- Maintain and regularly update the MECS website
- Manage the MECS social media presence, including Twitter and LinkedIn
- Develop a presence on other appropriate social media channels
- Monitor and measure the impact and outcomes of stakeholder engagement and communications activity, providing regular updates to support the programme's reporting requirements

#### **Other related activities and functions**

- Engage in training programmes in the University (or elsewhere) that are consistent with the needs and aspirations of the project and those of the School.
- Engage in relevant induction and training programmes as required.
- To work effectively with administrative, technical and academic colleagues across the University.
- To carry out specific administrative roles and functions as may be reasonably required.
- To engage fully with the annual Performance and Development Review (PDR) process.
- Undertake other duties as may be reasonably requested and that are commensurate with the nature and grade of the post

#### **Points To Note**

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

#### **Special Conditions**

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

#### **Organisational Responsibility**

Reports to the MECS Project Manager with an indirect/dotted reporting line to the Head of Corporate Communications to ensure operational oversight of the project's communications.

## Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

### Essential Criteria

Area	Criteria	Stage
Experience	Substantial related professional experience	1,2,3
	Proven experience of developing strategic communications strategies for programmes, with appropriate underpinning evaluation methods	1,2,3
	Experience of communicating academic research and knowledge to external (non-academic) partners	1,2,3
	Proven experience of interfacing with government/industry/civil society and developing strong relationships with partners and stakeholders.	1,2,3
	Experience of measuring the success of digital activity and collating, analysing and reporting on statistics.	1,3
	Experience of dealing with multiple priorities, working to tight deadlines and reacting to rapidly changing situations.	1,3
	Experience in providing training, support or mentoring to colleagues	1,3
Skills and abilities	Excellent oral communication skills	1,3
	Proven ability to create a wide variety of communications outputs, targeted to identified audiences	1,2,3
	Competence in IT skills and Internet usage	1,3
	Knowledge of relevant laws and legislation governing digital publishing.	1,3
	Ability to work as part of a team and to collaborate with others	1,3
	Ability to manage own workload	1,3
	Experience in developing stakeholder maps	1,3
	Ability to prioritise workload and competing demands on time	1,3
	Website and social media management	1,3
	Ability to develop plain language outputs suitable for non-English speaking audiences	1,2,3
	Excellent attention to detail.	1,3
Training	Show commitment to maintaining up-to-date knowledge on emerging digital technologies.	3
	A willingness to undertake further training as appropriate and to adopt new procedures as and when required.	1,3
Qualifications	Good honours degree in a related subject	1,3
	Willingness to travel on behalf of the project including overseas	1,3

## Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in international development settings with partners from multiple countries	1,3
	Experience of working in or with the clean cooking sector	1,3
	Experience of working on a large programme/initiative (either in terms of budget or scale of reach)	1,3
	Experience of cross-disciplinary work and/or multi agency partnership work	1,3
Skills and abilities	Ability to shoot and edit short videos	1,3
	Ability to design and develop infographics	1,3
	Experience of using photo editing software	1,3
	Experience of using video editing software	1,3
Qualifications	Nationally recognised professional qualification in communications/PR	1

## Conditions of Service

The position is **full-time** and **fixed-term** commencing as soon as possible and ending on the 30 September 2023. Salary will be on Management and Specialist Grade 6, (£30,942 - £40,322 per annum), at a starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's Terms and Conditions of Employment for grades 6 and above staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which can be found [here](#).

The University offers a wide range of employee benefits which can be found [here](#).

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>