

Strategic Communications Lead, GeCCo (Global eCooking Coalition) Full-time, fixed term for 12 months

Job Ref: REQ240747

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

The Global electric Cooking Coalition (GeCCo) is comprised of eCooking advocates who work alongside other existing global and national initiatives promoting higher-tier cooking transitions by providing leadership, integration, knowledge, and funding that is exclusively focused on the rapid global scaling of electric cooking. The coalition represents a working group of international partners and provides a platform for engagement to unify work, avoid duplication and optimise output quality.

GeCCo's initial target is to enable a mass transition into eCooking in at least 10 countries in SSA, Asia, & LAC in 7 years, where electricity increasingly becomes the cooking fuel of choice for a significant (>10%) proportion of households and institutions.

GeCCo has four anchor leads: Sustainable Energy for All, Global Alliance for People and Planet, Energizing Development and Loughborough University.

This post is being funded for 1 year by the Foreign Commonwealth, and Development Office through the Modern Energy Cooking Services (MECS) Programme.

The Strategic Communications Lead will play a critical role in achieving the ambitions of the coalition.

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 Global Electric Cooking Coalition (GeCCo) through targeted communications tailored to a wide range of audience groups and leading on our ambition to change the narrative around eCooking. The post-holder will work in close collaboration with the MECS programme and GeCCo Global Manager. The post holder will also engage in strategic communications 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 GeCCo that is underpinned by robust evaluation
- Develop stakeholder engagement strategies, including stakeholder mapping, to support strategic communications activities and engagement with GeCCo partners

- Produce a range of communications material across print and web, including the commissioning of video, photography and creative visuals such as infographics, banners, targeted articles and strategic PR connections
- Provide organisational support for the virtual Engagement Group membership quarterly meetings and organisational support for side events around global summits and conferences
- Communicate complex and conceptual ideas to a wide range of audiences, including those without specialist or academic knowledge, using a variety of media
- Work with GeCCo partner organisations to enhance their communications capacity and support them in translating research into clear and impactful messaging
- Maintain and regularly update the GeCCo website including the development of a resource bank of reports and articles
- Manage the GeCCo social media presence, including Twitter and LinkedIn as part of integrated comms strategy
- 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 GeCCo Global Manager with an indirect/dotted reporting line to the MECS Programme Manager.

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	
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 starting as soon as possible and ending after 12 months from the start date. Salary will be on Management and Specialist Grade 6, £33,966 - £44,263 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 staff grades 6 and above, 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/>