



Job title: Media and Creative Content Lead
[Turkey/Syria Appeal]

Working base: 17-21 Wenlock Road, London, N1 7GT

Reporting to: Director of Communications

Direct reports: None

Salary: Circa £42, 000 per annum

Contract status: Negotiable 3-5 days per week, Fixed term to end February 2024.

Who we are and what we do

The Disasters Emergency Committee (DEC) is a unique and dynamic membership organisation which comprises 15 of the UK's leading humanitarian agencies: ActionAid, Action Against Hunger, Age International, British Red Cross, CAFOD, CARE International, Christian Aid, Concern Worldwide (UK), Islamic Relief Worldwide, International Rescue Committee UK, Oxfam GB, Plan International UK, Save the Children, Tearfund and World Vision.

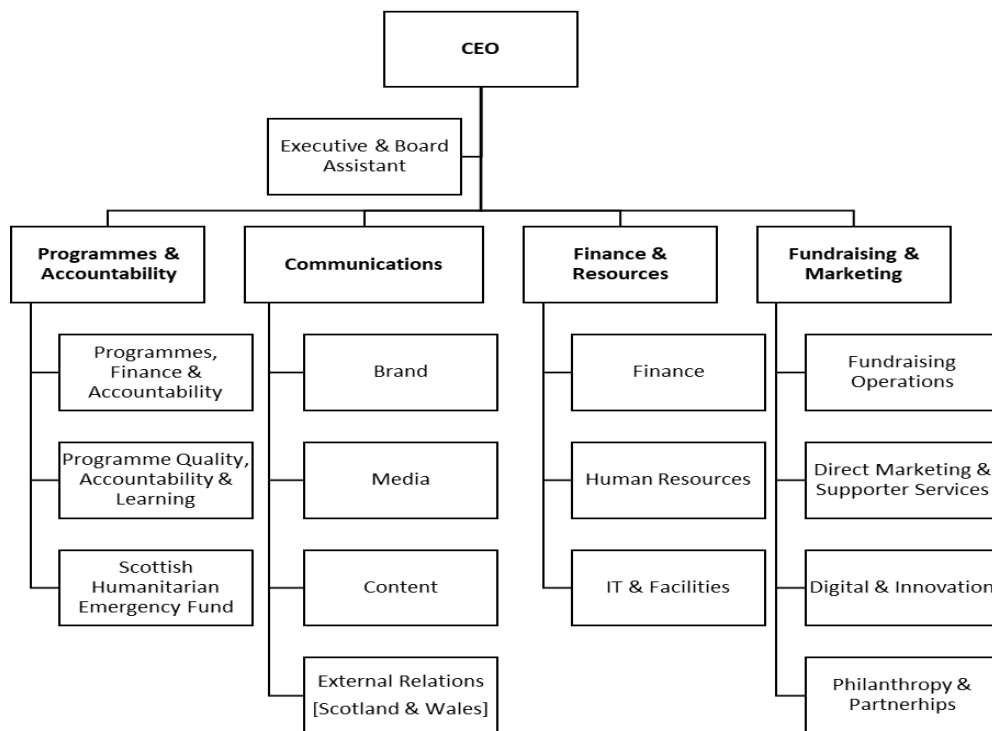
Since it was founded in 1963, the DEC has run over 75 fundraising appeals and raised more than £2 billion to help save lives and protect livelihoods in disaster-affected communities around the world.

The DEC launches appeals when there is a humanitarian emergency of such magnitude to warrant a national UK response. DEC fundraising appeals benefit from unique corporate partnerships through our Rapid Response Network and the combined expertise of our member agencies, resulting in wide reaching appeals across high profile TV, radio, and an increasing number of digital channels.

The majority of DEC funds are raised over an intensive two-week period following a disaster. Appeal funds are specifically for overseas humanitarian work and are normally spent over a two or three-year response period. An important part of the DEC's remit is in learning, accountability and sharing information.

The DEC Secretariat is funded by contributions from its member agencies and is responsible for the day-to-day running of the DEC. There are currently 37 staff members and a small number of dedicated volunteers, working together to promote the values of dynamism, openness, collaboration, empowerment, and innovation.

DEC Structure



Background

When devastating earthquakes hit Turkey and Syria in February 2023, affecting millions and leaving hundreds of thousands homeless, the DEC launched the [Turkey-Syria Earthquake Appeal](#). The appeal has raised over £121 million to date.

To help deliver against our commitment to report back on how appeal funds are spent effectively, the DEC are seeking a communications expert able to lead on gathering content and overseeing the production of powerful and compelling communications outputs. In addition, the postholder will be able to identify and create media opportunities, engaging directly with journalists. You will be part of the small but experienced Communications Department at the DEC, working closely with skilled freelancers and agencies to deliver shared objectives.

The post holder will work with colleagues in Fundraising, Marketing, Philanthropy & Partnerships, Programmes and Accountability Teams, and externally as detailed.

Purpose of the role

On behalf of the DEC Communications team, this role will lead on ensuring that content gathering and reporting on the Turkey-Syria Earthquake Appeal is accurate, informative, respectfully sensitive, and impactful. The post holder will use their creativity to produce powerful communications, their strong stakeholder management skills to collaborate and inform, and their organisational skills to ensure that the project delivers against objectives.

Key Responsibilities

Content and Production Management

- Lead on/create informative, culturally sensitive, and impactful content for supporter and public facing communications across digital and print channels.
- Work closely with DEC member agencies to arrange content gathering and ensure full and informed consent of anyone featuring in communications content is gained, in adherence with DEC's content gathering processes.
- Keep in touch with key contributors and encourage them to provide updates on their situation as well as images and video.
- Work closely with Freelancers and Content Managers to create powerful video and static content for owned channels [which include DEC's website, Facebook, Twitter, LinkedIn].
- Explore creative ideas to ensure content creates impact at key reporting moments and reaches target audiences.

Communication and Stakeholder Relations

- Facilitate & maintain effective working relationships with DEC colleagues (especially Fundraising, Governance, Programmes & Accountability) to ensure content meets respective departments' communication and marketing needs.
- Maintain effective and collaborative relationships with Media Managers from Member agency Functional Groups.
- Oversee locally based journalists, photographers, videographers to gather ongoing case studies demonstrating the impact of DEC funds over time.
- Provide weekly reports to DEC colleagues on progress, ensuring content is available in appropriate format, and is easily accessible.

Press and Public Relations [PR]

Work with DEC's Communications & Brand manager to:

- Create culturally sensitive, and impactful content, for press releases, press kits, etc.
- Create, plan, and deliver media activity plans and pitching to report back on work in Turkey and Syria, including:
 - Coordinating media visits.
 - Pitching content to journalists.
- Respond to press and PR queries.

Financial Accountability

- Adhere to DEC's financial procedures for expenses, invoices, etc.
- Track and monitor spending on content gathering, video and static asset production.

Organisational Culture and Mind Set

- Ensure DEC's values are upheld and integral to all your work throughout your DEC journey.
- Open to effective, personalised support for managing a healthy work-life balance.
- Acute self-awareness, maintaining behaviour and conduct of the highest standards of professionalism and respect as an ambassador for the DEC.
- Actively contribute to make the DEC a diverse and equitable workplace through inclusive practice and openness to different perspectives, cultures, and ideas.
- Embrace the working culture of a progressive learning, and demanding humanitarian secretariat, seeking insight and using problems as opportunities to learn.

General

- Familiarity with, and adherence to, DEC's policies and procedures, including but not exclusive to Code of Conduct, Health and Safety and Dignity at Work. Policies will be updated from time to time, and in response to legislative changes.
- The DEC has adopted a hybrid model of working. Our headquarters are in London, and office-contracted staff are [currently], expected to be present in the office at least 2 days a month. Staff are encouraged to come into the office to facilitate face to face meetings and to enable interaction with internal and external staff. However, the DEC recognises the benefits of working remotely, both in terms of work focus and of work-life balance. Specific working patterns will be agreed with the line manager at the commencement of the contract.
- **Working hours and travel;** the post-holder may on occasions be required to work additional hours in response to an emergency, events held outside office hours or to extra workload. Where possible, notice of this will be given and TOIL (time off in lieu) is available. Occasional UK travel and overseas visits may be required.

Competency Profile: the baseline behaviours required for this role.

Competencies	Grade	Description
1. Delivering Quality Results	C	Supports others to achieve outstanding results and to manage risks well.
2. Planning	C	Takes a 'helicopter' view and anticipates the future
3. Analytical and Innovative Thinking	B	Works confidently with data and uses evidence to support work and come up with new solutions.
4. Communications	C	Communicates complex technical and/or sensitive/high risk information effectively.
5. Team Working and Collaboration	C	Develops external networks to increase internal thinking/learning.
6. Leading and Motivating	C	Champions ownership of corporate decisions and leads and motivates others or direct reports effectively.
7. Resilience	B	Remains professional under external pressure.

Person Specification

Experience / Knowledge	<ul style="list-style-type: none">• Proven experience in translating relevant subject matter into engaging and compelling content.• Proven experience in commissioning content gathering, press strategy and pitching.• Proven experience of working with similar (internal & external) stakeholders.• Proven track record designing and executing successful Press & PR campaigns at both a local and national level.• Demonstrable experience with social media, including blogs, Facebook, Twitter, etc.• Proven experience in using content and analytics tools to make data-driven decisions• Turkish or Arabic language skills and demonstrable knowledge and understanding of the Turkish or Syrian culture, would be advantageous.
Skills/abilities	<ul style="list-style-type: none">• Exceptional storytelling communication (oral and written) and presentation skills.• Outstanding planning, organisational, project and time management abilities/skills.• Proven financial acumen to comfortably track and monitor budget spend.• Proven ability to prepare content and PR plans for diverse audiences, utilising appropriate tools and methods to ensure messaging is accurate and audience sensitive.• Able to use initiative and judgement to proactively identify and resolve problems.• High level of technical ability with social media platforms and the usual computer software packages.

Benefits

- 25 days annual leave plus statutory public holidays.
- HealthCare Cash Plan, providing an array of health services [£1, 660 cash value, per year], with access to an Employee Assistance Programme.
- Gym Pass- Discounts to gyms and other fitness/wellbeing products.
- 8% Employers pension contribution (post probation).
- Season ticket loan (post probation).
- Cycle-to-work scheme (post probation).

This job description is a guide to the nature of the work required of the position at the DEC and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required as the DEC learns and evolves in response to global emergencies.