

International Institute for Environment and Development

Job Description and Background Information

Job Title:	<u>Staff Writer</u>
Reports to:	Director of Communications
Main purpose:	Work with researchers, communications team and partners to write and produce a range of shorter-length outputs to target multiple audiences, north and south
Main contacts:	<u>Internal:</u> Director of Communications, rest of communications team, Director, Group Heads and Programme Directors and IIED researchers <u>External:</u> IIED's partners; IIED's key target audiences and IIED donors
Circumstances:	Full time, permanent position, based at London office
Salary:	Programme Grade 3: £33,588 - £41,947 depending on experience

Background:

IIED aims to provide expertise and leadership in researching and achieving sustainable development at national, regional and global levels. In alliance with others we seek to shape a future that ends global poverty and delivers and sustains efficient and equitable management of the world's resources.

For IIED's research findings to hit their targets, it is essential that the Institute has a strong communications capacity. The communications team works to improve the impact, influence and reach of IIED's research and experiences, along with that of its partners. The end is not to publish research in itself but to communicate the research with integrity and force, influence policy-makers and other audiences, and thereby improve the world.

An experienced **Staff Writer** is sought to play a leading role in delivering this strategy. The communications team has a dedicated team of 5 and an operating budget of c£450k. The postholder will work with our researchers and partners to synthesise thinking, write and produce regular, short, easy-to-read fact sheets and briefings and opinion papers to influence audiences nationally and internationally. The key skills required for this post involve understanding our research material, its provenance and political message, and presenting this to a variety of audiences in a way that maximises understanding while retaining the central integrity of the research findings. The post-holder will also help to produce the Institute's Annual Report and Institutional Strategy documents, the multi-donor report and other Institute-wide documents, and work alongside the Press Officer to write feature articles and op-eds for the media

The post-holder will work closely with the Director of Communications and the communications team, as well as with the partnerships team and the Director of IIED.

IIED is not a campaigning organisation but does believe in taking a stronger activist stance than most research organisations. Our ability to influence thinking within the global policy-making community about the real implications of development decisions facing people on the ground, and our ability to communicate the voices of the local communities we work with is paramount. We are trying to make connections from local situations to global decisions, both through research and long-term partnerships.

IIED is involved in a number of interesting and varied projects under the banner Environment and Development. We remain one of the only organisations in the development community actively making the links between the environment and development. A good case in point is the current debate around Climate Change. For IIED, Climate Change is a hugely important environmental issue but our particular emphasis focuses on the coping strategies of communities now faced with this new reality, rather than global mitigation efforts.

IIED is organised into five key thematic areas:

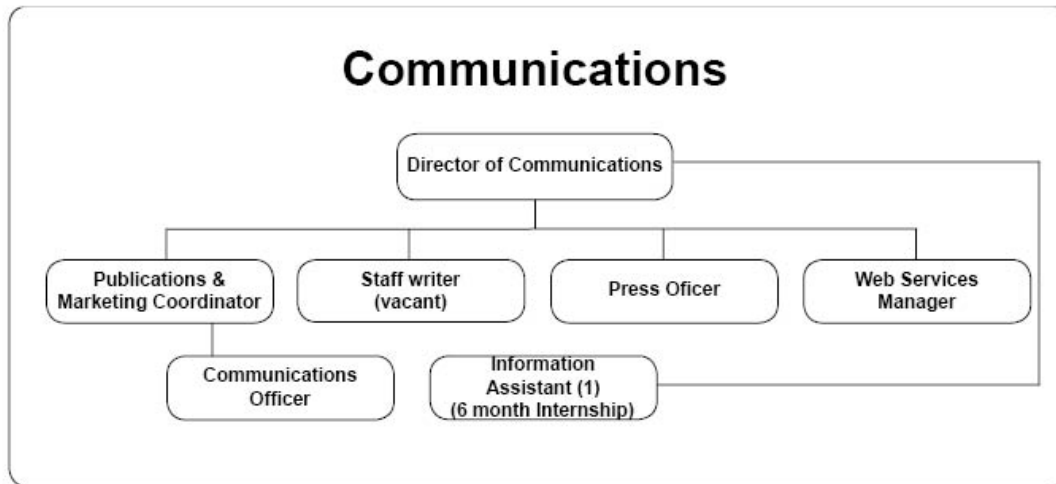
- Climate Change** - how communities are adapting to new realities
- Human Settlements** - 50% of the world's population will live in cities in the next five years: what are the implications for environment and development?
- Sustainable Markets** - environmental economics, business and sustainable development and how markets can work for the poor
- Natural Resources** - biodiversity, forestry, land rights, sustainable livelihoods
- Governance** (including the Foundation for International Law in Environment and Development)

It is worth taking a look at our website to explore some of these in more detail!

Department organogram:

The Staff Writer is a new post that will be an integral part of the Institute's communications team managed by the Director of Communications. It is hoped that the postholder will develop this position into a key post responsible for developing one of the Institute's key objectives of mainstreaming environment in development processes.

The communications team constitutes these two posts, a Press Officer (also a new position, recently resourced), a Web Services Manager, Publications and Marketing Manager, and a Communications Officer. The role involves close collaboration with the Institute's 35 researchers.



Key Responsibilities:

1 Synthesise IIED research into a range of different formats

- Working closely with IIED’s researchers, synthesise research outputs into a variety of formats designed to communicate to multiple audiences - from policy briefings and opinion papers to short reports and booklets etc.
- Work with partners to develop similar outputs, as necessary

2 Help produce Institute-wide documentation

- Work with others to produce Institute-wide documentation, including the Annual Report, Institutional Strategy and multi-donor report, toolkits, guidance notes etc.

3 Work with the Communications team

- Help write letters/features/comment/op-eds and articles in national and international mainstream media as well as in more specialist media
- Take responsibility for a regular series of factsheets, briefings and IIED’s Sustainable Development Opinion series – initiate ideas, commission authors and oversee the production process
- Work with external proof readers, translators and editors on outputs that this post is responsible for
- Help produce and manage a style guide for IIED written material
- Help to seek opportunities to promote IIED’s research outputs, partners, publications and events across the world, through the Internet, through publications and through new media such as podcasts and blogs as appropriate
- Moderating discussion groups, working on email bulletins and internet/web materials as required.

4 External Relationships

- Be willing and able to travel internationally to events, workshops or particular projects in order to develop stories

5 Management and administration

- Take part in individual and team fundraising activities, as required
- Participate in Management and/or Strategy Team meetings, as appropriate
- Donor reporting as required
- Monitor budget lines associated with briefings, factsheets and sustainable development opinion papers.

This job description defines the level of responsibility and areas of involvement of the post; the details of the duties may change over time and do not form part of the contract between IIED and the post holder.

Person Specification

Essential qualifications, skills and experience

Qualifications

- Minimum of first degree in a relevant discipline e.g. communications, environment / development, journalism

Experience

- Relevant work experience, including some work as a researcher or working closely with researchers and some work either as a journalist or alongside journalists
- An established reputation and publications record

Skills

- Fluency in English (verbal and written)
- Excellent written communication skills – a demonstrable commitment to quality editing and an ability to write for different audiences
- First class verbal communication skills for working with people from a wide range of backgrounds and cultures
- First class inter-personal skills including coaching and mentoring, persuasion, and negotiating skills
- Strong organisational skills and an ability to work independently and as part of a team

Knowledge and Attributes

- A thorough understanding of environment and sustainable development issues and a demonstrable understanding of policy-oriented research and/or advocacy
- Lively interest in developments in communications technologies
- Willingness and ability to travel internationally
- Good working knowledge of Windows-based computing, including word-processing (Word) and spreadsheets (Excel)
- A good understanding of how to target different audiences through communications

Desirable skills and experience

- Experience in the advocacy policy campaigning environment
- Experience of working in an international context
- Good working knowledge of Spanish, French or Portuguese
- Work experience in the South