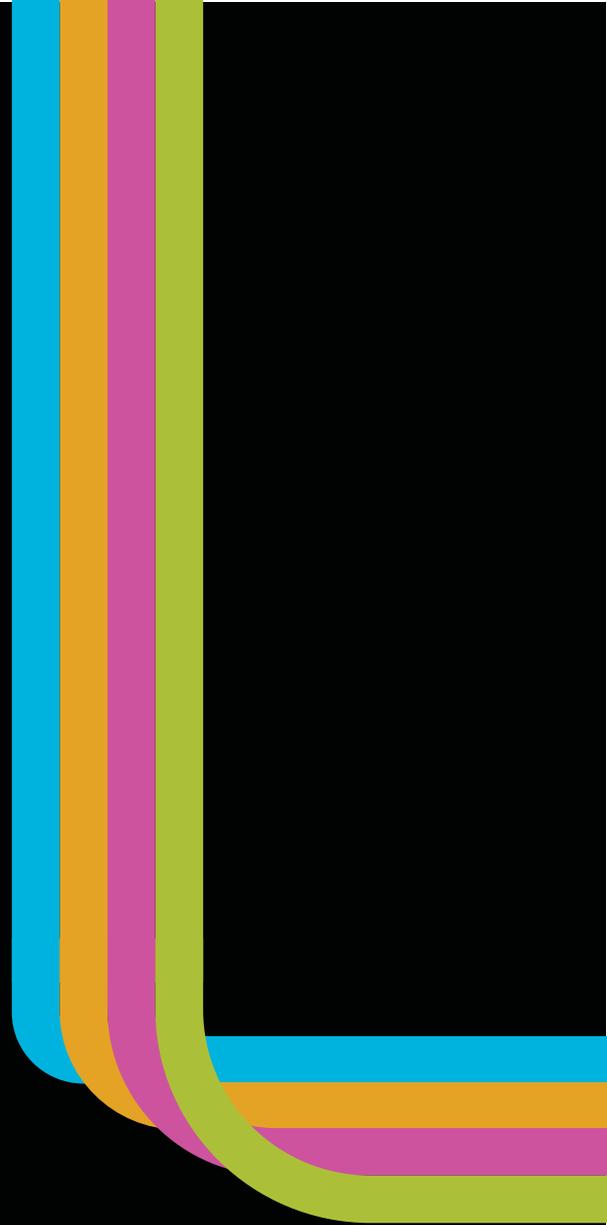




Appointment of Marketing and Communications Assistant

February 2017





Thank you
for your
interest in
IIED

Dear candidate,

There is no doubt that across the globe communities face many complex environmental, social and economic challenges. Barbara Ward, IIED's founder, envisaged a world where 'the care and maintenance of a small planet' was fully integrated into development policy and practice at every level. In 2015, with the signing of the Paris Agreement and the Sustainable Development Goals, we saw a fundamental shift in the global development agenda towards Ward's vision.

But there is still much demanding and stimulating work to be done if we are to deliver the change which the world has committed to. At IIED, we look for staff that can rise to the challenge and contribute well to the task ahead of us.

IIED was formed to build bridges between communities across the environment-development landscape. Today we are still making these vital connections — not only between global policy and local practice, but also between the global North and South, theory and practice, ideas and action. And we are well equipped to do so. Our premises at Gray's Inn Road in London provide a contemporary space for collaborative working. Our internal systems, policies and processes are marked by transparency, accountability and equity, enabling us to work efficiently and effectively. And we have refreshed our identity to reinforce and support the fundamental principle held close to our hearts of working in partnership with people and organisations to influence change.

At IIED, our partnerships are our greatest strength. We place a focus on giving voice, enabling the poorest and building resilience. This approach supports the four research goals in our 2014–19 strategy: increased investment in locally controlled land and natural resource use; cities that work for people and the planet; sustainable markets that work for the many, rather than the few; and fair and equitable solutions to climate change.

It also drives three new strategic priorities for our work in 2016/17: making the Paris Agenda and the Sustainable Development Goals work; building resilience and strong local organisations through partnership; and bringing local realities and innovation to national and global policy change.

IIED is a dynamic organisation. It has many friends at community level, at global policy level, at national government level and in many vibrant networks. There is a welcoming and diverse environment in both our London and Edinburgh offices and our Board of Trustees reflects our international perspective and ambition.

If you are excited by what we do and think you can contribute to our success then we look forward to hearing from you.

Yours,



Dr Andrew Norton
Director, IIED



Natural resources

Human settlements

Climate change

Sustainable markets

How to apply

To apply, please submit a completed application and equal opportunities form (from the jobs page of the IIED website) detailing how you meet the requirements of the post.

Send to us via one of the following:

- **Email to hr@iied.org, quoting the position name that you are applying for in the subject line**
- **Send to the Human Resources department, 80-86 Gray's Inn Road, London, WC1X 8NH**
- **Fax to +44 (0)20 3514 9055**

CVs without a completed application form will not be accepted.

Deadline for applications: 4pm on Wednesday 1 March 2017 (GMT)

Interviews will be held on Tuesday, 14 March 2017



About IIED

Our mission is to build a fairer, more sustainable world, using evidence, action and influence in partnership with others.

Who we are



IIED is a policy and action research organisation. We promote sustainable development to improve livelihoods and protect the environments on which these livelihoods are built. We specialise in linking local priorities to global challenges. IIED is based in London and works in Africa, Asia, Latin America, the Middle East and the Pacific, with some of the world's most vulnerable people. We work with them to strengthen their voice in the decision-making arenas that affect them — from village councils to international conventions.

What we do



Our work takes three forms: research, advice and advocacy. We publish in journals and maintain high research standards, like an academic institute; we advise governments, businesses and development agencies, like a consultancy; and we argue for change in public policy, like an advocacy organisation. We focus on fair and long-term solutions, built in collaboration with partners at the grassroots. And we are marked by our original thinking and commitment to tackling the issues that matter most to poorer countries and communities.



Who we work with



Partnerships have been a defining feature of IIED's culture, structure and ways of working for more than 40 years. Today, our partners include individuals, communities and organisations in more than 60 countries. These relationships are built on mutual learning, trust and shared goals and objectives. Many of our partnerships are long-lasting, and continue to develop over years or decades, ensuring that we remain true to the issues that really matter, even as they go in and out of fashion.

Our founder and history



IIED's founder, Barbara Ward, was a pioneering economist, writer, lecturer and early champion of sustainable development. She was one of the first people to see the need to link development in Africa, Asia and Latin America with a concern for the global environment and the earth's diminishing resources. Her vision still inspires IIED's work today, which focuses on partnerships with local communities and organisations to identify their needs and priorities and feed them into local, regional, national and international decision-making arenas.

IIED believes in collaboration, impact and fairness



Our current five year strategy

IIED will build on our landmark work with partners on four interlinked research themes:



Climate change

Our climate change group collaborates with partner organisations and individuals in developing countries to address the challenges of climate change, leading the way on policy, adaptation and resilience.

Natural resources

Our natural resources group works to support and shape fairer, more sustainable governance of natural resources by generating the evidence needed to improve key policies, institutions and legal frameworks.



Human settlements

Our human settlements group works to reduce poverty and improve health and housing conditions in the urban centres of Africa, Asia and Latin America, while promoting good governance and sustainable patterns of urban development.

Sustainable markets

Our shaping sustainable markets group drives our efforts to ensure that markets contribute to positive social, environmental and economic outcomes.

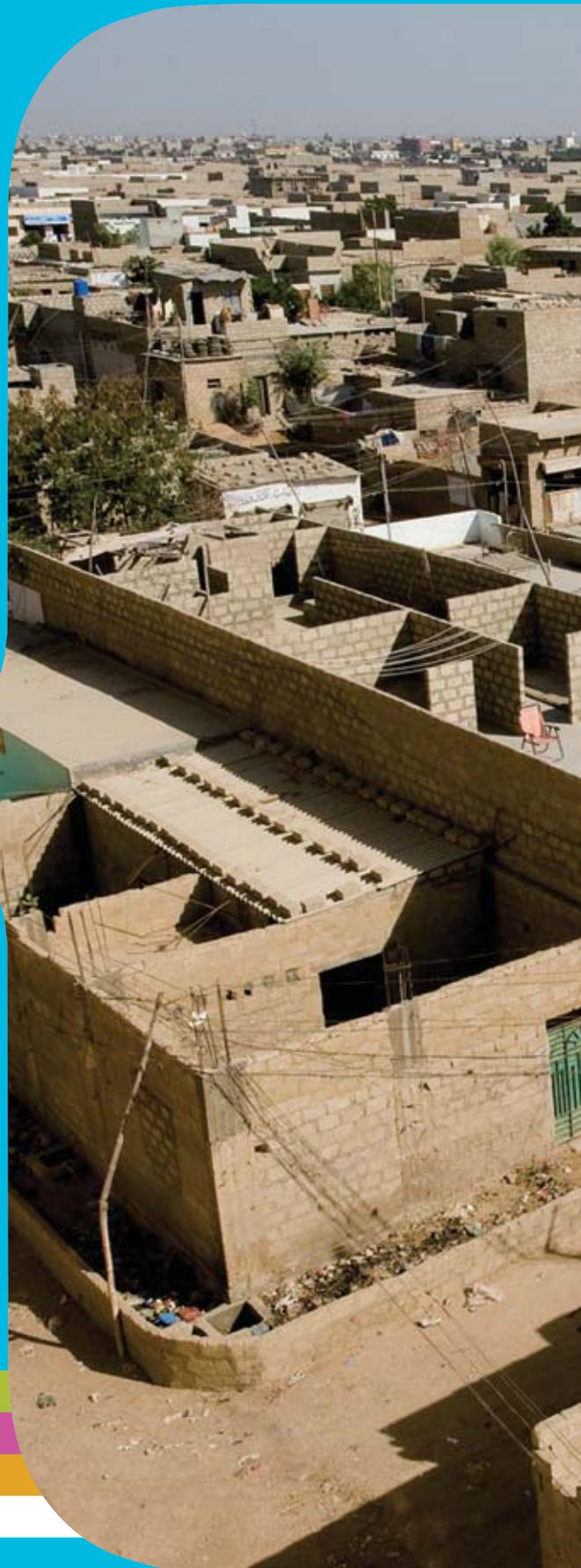


Our work in 2016/17 will be guided by three strategic priorities:

- **Making the Paris Agenda and the Sustainable Development Goals work**
- **Building resilience and strong local organisations through partnership, and**
- **Bringing local realities and innovation to national and global policy change.**

2015 saw a fundamental shift in the global development agenda. Development is now recognised as a universal enterprise involving all countries, rich and poor. And sustainability has been placed at the heart of this agenda.

But we live in challenging times. The space for civil society is shrinking in many of the countries where we work. And there has been a rise in populist political movements across the world. It is clear that our principles, values and the mission we pursue — promoting inclusion, diversity and partnership — will be more important than ever if we are to see the ambitions for social and economic justice embodied in the new global development agenda realised.



2015–16 highlights



A Network for thinking

The Independent Research Forum (IRF) is an international alliance of sustainable development think tanks aiming to shape and support the 'post-2015' development agenda. One of ten partners, IIED has helped organise informal retreats for senior government negotiators and UN officials; and supported research in the Caribbean, Chile and southern Africa on how to translate universal goals and targets into concrete progress on the ground.



A fishy future

Rising demand for the nationally important hilsa fish in Bangladesh is putting pressure on the species. In 2015/16, IIED and partners used scientific research and extensive dialogue to shape two ground-breaking amendments to the existing over-fishing policy. Now, not only is the hilsa more likely to survive, but so are the three million women and men who depend on the fish for their livelihood.



A land for women

As commercial pressures on land increase in East and West Africa, there is a need for evidence and action on gender-equitable land governance. Working with partners in Ghana, Kenya, Senegal and Tanzania, we are exploring practical approaches to empower women to take stewardship of community lands and we are identifying new ways to feed their voices into national policy processes, including the use of video and radio.



Measurement matters

Two years ago, IIED worked with the Cambodian government to create a national system for evaluating how well the country is protecting its people and lands from climate change, using our tried-and-tested Tracking Adaptation and Measuring Development (TAMD) approach. In 2015/16, our partnership continued, as we applied the new national M&E approach with three further government ministries.

For more stories from this year see our annual report at www.iied.org/annual-report



IIED at Paris

The historic Paris Agreement, signed in 2015, marks the start of a new chapter in global climate governance. IIED is proud to have played a part in making it happen, including: providing the Least Developed Countries (LDC) Group of negotiators with legal, technical, strategic and logistical advice and support over the past decade; working with Oxford Climate Policy to train new negotiators from vulnerable developing countries; and supporting the LDCs' successful lobbying for a 1.5 degree temperature goal.



A North-South partnership

In 2010, IIED helped set up the International Centre for Climate Change and Development (ICCCAD) in Bangladesh. Ever since, we have supported the centre to develop its research and knowledge sharing work to promote climate resilience action. In 2015/16, we stepped up our 'strategic partnership' to engage with governments and agencies of developing countries to design and implement strategies for climate change resilience and adaptation.



Community-led climate finance

IIED is a leading partner in Kenya's Adaptation Consortium (ADA), which puts climate money in the hands of county governments, so that local communities can decide how funds should be allocated to strengthen their resilience to climate change. After a successful pilot in Isiolo County, Kenya, the ADA model is now being rolled out to Mali, Senegal and Tanzania



IIED at Habitat III

In October 2016, the third global UN Conference on Housing and Sustainable Urban Development (Habitat III) takes place in Ecuador. IIED is engaging with it in several ways. Two of our researchers are members of the policy units that advise the drafting of a new urban agenda. Our biennial Barbara Ward lecture will explore the extent to which this new agenda can support local needs. And many of our researchers are sharing their knowledge and ideas through blogs, opinions and editorials.

Background to the Green Economy Coalition

The Green Economy Coalition (GEC) is a network of over 50 collaborating organisations, with a secretariat hosted by IIED and based in IIED's Shaping Sustainable Markets Group. The GEC works to support dialogue, exchange and adoption of policy on green economy.



The Coalition has three core activities and five policy areas. The coalition's core activities are supporting dialogue, developing communications and knowledge platforms, and supporting consensus building on effective green economy policy. The five policy areas are: Measurement (Measure What Matters), Finance reform (Moving the Money), Greening sectors, Inequality (Green Must Be Fair), and Nature (Economics for Nature).

A big part of the GEC 2016 - 2020 strategy focuses on communicating more effectively with the people we want to reach. We want to become the home of inspiring, informative and entertaining content on the green economy transition. We are in the process of overhauling our website, rethinking our messaging, and developing first class communication products.

The GEC has an ambitious three year strategy, a secure funding pipeline and a series of new projects around Natural Capital and National Dialogues.

Further information on GEC's work can be found at:

<http://www.greeneconomycoalition.org/about>

Job description

Job title: Marketing and Communications Assistant

Job details

Group	Green Economy Coalition (GEC)
Reports to	Senior Researcher, GEC
Purpose of job	To provide communications support across the GEC's print and digital channels
Main contacts	Internal: Colleagues within the GEC, the Shaping Sustainable Markets Group and the Communications Group, and other colleagues within IIED External: Colleagues within UNEP, GGGI, academic, NGO and government partner organisations in the UK and elsewhere; UN agencies, international NGOs and other international organisations and national organisations working in the fields of Green economy, green growth, natural capital, inequality, informality, inclusion.
Contract type	Permanent
Hours	Full time
Location	London
Grade and salary	Grade 5 £29,218 - £36,258 per annum plus benefits, depending on experience

Main responsibilities

1. Management and coordination (30%)

- Contribute to GEC meetings, discussions and strategy sessions
- Support the team in maintaining relationships with GEC members, in particular our dialogue hub partners.
- Assist in monitoring progress against team strategies and objectives, keeping track of relevant milestones and reporting deadlines
- Provide support to marketing and outreach activities e.g. social media, strategic planning, networking
- Develop and update contact databases to ensure that they are up to date, segmented and growing.
- Support team on administrative duties with donors.
- Manage personal administrative tasks related to own work.

2. Supporting GEC online/print content (50%)

- Support GEC members with writing, editing and managing existing digital and print content with new target audiences in mind
- Work with GEC members and other stakeholders to produce high quality online and print content
- Receive incoming digital content to the GEC judging when to respond or escalate as required.
- Update GEC digital content and support the running of the website
- Assist in sourcing relevant and new content for the website
- Support the promotion and marketing of content across social media and other digital channels.
- Work with GEC members to monitor the green economy agenda highlighting opportunities to promote GEC digital and print content

- Assist in production, publishing and distribution of GEC communication outputs – newsletters, consultations, and dialogue briefs
- Assist with proofreading, editing and formatting outgoing communications and work to place them externally
- Work with IIED's Communications Group, convening and attending meetings as necessary.

3. Event management (15%)

- Support team in preparing for and running internal and external events
- Provide all-round communications, logistical and administrative support prior to, during and after events
- Attend events and assist with facilitation, reporting, communications and follow-up.

4. Contributions to institutional life

- Participate in group and cross-organisational activities and processes as required.
- Participate in organisation-wide projects, initiatives or working groups for the development, implementation and improvement of systems and business operations.
- Contribute to strategy reviews and development through group meetings and discussions.
- Actively participate in relevant external communities of practice.

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 postholder.

Skills and experience

	Essential	Desirable
Qualifications	Relevant graduate degree, or an equivalent level of education	Project management qualification
Knowledge	Good understanding of social media Awareness of the actors, institutions and issues in the green economy and international development sectors	
Experience	Relevant experience in writing and editing content to short deadlines for both print and online media Some experience of editorial work	Experience of advocacy and campaigning Experience of working with journalists or in a media environment
	Experience of engaging in social media, and creating engaging content - twitter and blogs especially	

Skills	Very good oral and written communication skills: Fluency in English to convey complex messages in a clear, concise and effective manner to different audiences.	Working knowledge of another relevant international language
	Very good writing skills with a demonstrable commitment to good quality editing and an ability to write for different audiences and communications channels	
	Good inter-personal skills (to effectively liaise with different partners, donors, stakeholders and audiences at various levels and remotely)	
	Ability to work independently and as part of a team	
	Ability to work under pressure, prioritise workloads, multi-task, and be adaptable and flexible in a fast-paced, deadline-driven environment	
	Ability to problem solve, and deal with unforeseen circumstances on own initiative	

Behavioural competencies

Competency	Description	Level required
Delivering excellence	A concern for delivering high quality work and improving performance. Consistently looks for ways to add value to colleagues, partners and stakeholders	3
Initiative	Thinks ahead and takes decisive action to make the most of opportunities and avoid future issues	3/2
Understanding contexts	An ability to understand the organisational, political and cultural context within IIED and across other organisations / political bodies	3
Working collaboratively	A desire to work cooperatively with others to maximise the effectiveness of IIED, build knowledge and understanding and minimise duplication of effort	3

For more information, see IIED's Competency Framework at <http://pubs.iied.org/pdfs/G03635.pdf>

Benefits overview

Benefits for staff include:

- **Annual cost-of-living awards and incremental increases on a competitive salary for the sector**
- **IIED contributions to the pension scheme equivalent to 7.5 per cent of annual salary, with the option of making additional employee contributions**
- **25 days annual leave, increasing by half a day each year up to 30 days for full-time staff. The period between Christmas and New Year is additional paid holiday**
- **Employee protection scheme offering a flexible menu of benefits such as life insurance, spouse and partner life cover, critical illness and income protection cover**
- **Interest-free season ticket loan for all employees**
- **Cycle-to-work scheme offering tax savings on the cost of purchasing a bike for travel to/from work**
- **Tax-free childcare voucher scheme**

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- **Employee assistance programme providing work, personal and well-being support through a confidential helpline and online resources**
 - **Enhanced maternity, paternity and adoption policies for eligible employees after a qualifying period**
 - **Enhanced sick pay entitlements**
 - **A range of flexible working options for all employees after a qualifying period**
 - **Support to learning and development through: in-depth induction; in-house annual training programme; individual training allowance; attractive study leave and sabbatical policies after a qualifying period; coaching and mentoring scheme**
 - **Support with relocation costs for staff joining IIED from outside London or Edinburgh.**

We also have a range of activities and social events to promote health and wellbeing, and enjoy a healthy and cohesive work environment.



IIED is a policy and action research organisation promoting sustainable development and linking local priorities to global challenges. We are based in London and work on five continents with some of the world's most vulnerable people to strengthen their voice in the decision-making arenas that affect them.

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