**Communications Specialist – Job Posting**

**Position title:** Communications Specialist

**Reports to:** Marc Workman, World Blind Union (WBU) Chief Executive Officer (CEO)

**Location:** Flexible

**Position type:**  Contract

**Duration**: 1 year from commencement with expectation of renewal pending funding availability

**Commencement**: February/March 2024 or as agreed with selected candidate

**Application deadline**: January 26, 2024 (11:59 pm eastern)

**Application process**: Please send applications, containing a resume and cover letter, via email to Marc Workman at [marc.workman@wbu.ngo](mailto:marc.workman@wbu.ngo)

# Background

The WBU is the leading global voice for an estimated 253 million blind and partially sighted persons worldwide. Our members consist of over 250 organizations in more than 190 countries. Our work is driven by our vision of a world in which we, as blind and partially sighted persons, can participate fully in any aspect of life we choose. We advocate for equal opportunities, and the protection and promotion of the fundamental human rights of all. The WBU is a founding member of the International Disability Alliance (IDA) and sits both on its board and programme committee and other technical committees.

Building on this, WBU has been working jointly with WBU members, OPD partners and external humanitarian and development partners, including UN Agencies, INGOs and global networks and initiatives, topromote full participation and equal opportunities, protect the human rights of blind and partially sighted persons in all aspects of social, economic, political and cultural life and ensure that our voice is heard at the global, regional and national levels in all matters affecting our lives. To support this objective, WBU is working towards key priorities including on advocacy, capacity building and organisational excellence in line with our Strategic Plan 2022 – 2025.

# Position Overview

As an integral part of the World Blind Union Secretariat, the Communications Specialist plays a vital role in developing and maintaining high-quality content to align with the strategic priorities of the WBU and is entrusted with leading the crafting and implementation of a comprehensive communication strategy aligned with our organization's worldwide objectives.

This role entails strategic oversight of various communication channels, ensuring impactful engagement with our diverse audiences. It encompasses a range of responsibilities, including social media management, website and email administration, newsletter creation, brand oversight, and the successful delivery of special communication projects, such as providing support during international conferences and events and contributing to the development of a Knowledge Learning Platform.

# Duties and Responsibilities

**Communications Strategy Development:**

* Spearhead the development and execution of a robust communication strategy that resonates with the global community and advances our organizational objectives.
* Collaborate closely with staff and leadership to align communication efforts with overarching goals and priorities.
* Lead the development of a Common Messaging Framework towards ensuring consistency of key messaging across advocacy efforts.

**Social Media management:**

* Lead the formulation and implementation of a dynamic social media content strategy that supports strategic objectives.
* Work collaboratively with team members and WBU leadership to create and deliver compelling social media contents and campaigns for key events, programs, and advocacy initiatives.
* Ensure a consistent voice across all platforms, actively engaging with and responding to interactions on social media.

**Website and Email Administration:**

* Serve as the lead in maintaining brand quality control on our digital platforms, ensuring a seamless and engaging user experience
* Continuously review, refine, and optimize website content, and manage the development and uploading of homepage content to align with organizational goals and priorities, including consistency, grammar, tone and engagement.
* Provide quarterly reports to the CEO, outlining website accomplishments, challenges, and issues.
* Manage special initiative areas of the website as needed.
* Act as the lead for email deployment and list management using Mail Chimp, including drafting, reviewing, and revising content.

**Brand Oversight:**

* Take an active lead role in WBU’s ongoing rebranding process as relevant and in the process of refreshing WBU’s website.
* Conceptualize and produce compelling, brand-consistent copy for diverse marketing and communications materials, particularly for digital media.
* Write clear, persuasive, and original copy for newsletters, advertisements, public service announcements, and more.
* Ensure all communication materials reflect the organization's brand voice and standards, including ensuring fulfilment of accessibility standards.

**Special Communications Projects:**

* Collaborate with secretariat staff to develop and execute communications activities during international conferences and events.
* Oversee brand refresh and website revamp in coordination with the CEO.
* Support the development of a Knowledge Learning Platform for enhanced knowledge sharing and collaboration.

# Qualifications, Education, Knowledge & Professional Experience

**The ideal candidate should:**

* Demonstrate exceptional attention to detail, well-developed interpersonal skills, and effective oral and written communication abilities.
* Hold a university/college degree in marketing, new media, communications, or equivalent education, training, and expertise.
* Minimum of five years of experience in communications, preferably with a focus on global organizations and/or advocacy.
* Proficiency in digital marketing, website management, and social media best practices.
* Demonstrate excellent project management, time management, organizational skills, and plain language writing proficiency.
* Strong project management skills with the ability to handle multiple projects involving internal and external stakeholders and networks.
* Experience creating branded images for various communication channels using tools such as Photoshop, Canva etc.
* Showcase superior interpersonal skills, the ability to work across cultures, and communicate effectively in an e-office environment.
* Demonstrate a sound understanding of digital accessibility and how to ensure that contents across media platforms are meeting accessibility requirements and standards.

**Language Proficiency:**

* Fluent in written and oral English; additional fluency in French and/or Spanish highly desirable.

**Personal Attributes:**

* Strong commitment to advancing the rights of persons with disabilities, including persons who are blind or partially sighted.
* Passion for building internal and external relationships and partnerships.
* Strongly appreciates cross-team collaboration and co-creation.
* Ability to work across diverse cultures and geographies.
* Willingness to work flexible hours and travel as required.

This role offers a unique opportunity to shape the narrative of our organization on a global scale and contribute to the empowerment and inclusion of persons who are blind or partially sighted. If you are a dynamic communications professional with a passion for making a difference, we invite you to apply and be part of our dedicated team.

# Diversity and Inclusion

At the World Blind Union, we believe our diversity is our strength – we take pride in an inclusive workplace and are committed to recruiting and selecting in a fair, transparent, and accessible way. We welcome applications from diverse candidates, including but not limited to Indigenous peoples, women, candidates with disabilities, and candidates of colour from all parts of the world. We strongly encourage applications from applicants who are blind or partially sighted. If you require an accommodation at any stage of the recruitment and selection process, please let us know and we will work with you to meet your needs.

Please send completed applications via email to Marc Workman at [marc.workman@wbu.ngo](mailto:marc.workman@wbu.ngo) no later than January 26, 2024 at 11:59 pm eastern.

Ends