

Communications Lead

Terms of Reference (ToR)

Introduction

The Partnership Brokers Association's (PBA) vision is of a world where humanity flourishes in fair societies and vibrant ecosystems because people collaborate bravely across boundaries in the spirit of partnerships.

Transforming the Field of Partnering Practice

Our purpose is to explore, exchange and promote effective multi-stakeholder partnering practices and principled forms of collaboration that accelerate transformative shifts in behaviours, attitudes, and systems to create a more just and sustainable world.

In 2023, PBA made significant changes with the decision to cluster our work in four newly defined workstreams to shape and grow our influence and impact. These are: Strengthening & Innovating; Learning & Changing; Weaving & Connecting; Amplifying & Influencing.

Communications has emerged as a priority to support all four workstreams of PBA and the global network. We envisage an approach to communications that enables learning, sharing, and influencing in a truly holistic, systematic, and practical way. Therefore, for the first time, PBA seeks the support of a dedicated Communications Lead to ensure that all our communication efforts are fully aligned with our values and principles while furthering the effectiveness of the four workstreams and alignment where needed between PBA and the network. To achieve this, the Communications Lead's primary role is to help PBA frame and shape a communications agenda which many Associates have previously identified as a critical gap.

Communications for PBA

Communication is central to PBA achieving our purpose and operating effectively in a collaborative model – internally and externally.

- Internal communication and connectivity are crucial for sharing work-related information transparently and keeping all Associates engaged as much as possible.
- External profiling, marketing and promotion enable PBA to broaden its spheres of influence as well as its prospects for income generation.

The Communications Lead is responsible for promoting partnership brokering as an important investment and a valued profession, positioning PBA as the 'go to' organisation for furthering the skills and approaches needed for impactful collaborations.

The Communications Lead engages with the Stewardship Team (ST), the Core Team and Portfolio Leads as needed, as well as provides initial support to the Network Stewardship

Group. In addition, the Lead engages and is involved in our growing global network of alumni (trained partnership brokers) and other partnership practitioners who operate in all sectors and on all continents.

Communications Lead - responsibilities and tasks

This is a new position created in PBA and it is hoped that funds will be secured for the continuation of the position, with the following anticipated responsibilities and tasks:

Strengthen PBA's internal communications

- Facilitate cross-organisational engagement to promote learning about the roles, responsibilities and working practices of the different teams at PBA. Provide information, materials, feedback, and support for those operating on behalf of PBA.
- Work closely with the PBA Social Media Manager, Operations team, ST and Portfolio teams and Associates to support a coherent culture, shared brand values and help speak with a common voice.
- Build feedback mechanisms into the internal PBA communications and ensure internal communications are considered and handled in a sensitive and timely fashion.

Enhance PBA's visibility

- Using the newly developed branding, agreed vision, and draft purpose statements develop external messaging to position PBA as a leader in this area, targeting a wide range of audiences such as academics, funders, development and international agencies, policy makers, and civil society groups operating in diverse contexts.
- Help refine key PBA messaging for different audiences and ensure succinct communication and branding.
- Proactively build PBA's visibility through various social media platforms and diverse communication channels to disseminate updated information to highlight key achievements and upcoming events about PBA.

Effective outreach for PBA

- Connect leads, hubs, and network members to external events and other entities/networks to access platforms and opportunities for influence. Identify opportunities to co-curate and increase presence at global events. Optimize the scope for the current PBA resources and develop strategic relations with like-minded entities.
- Strengthen PBA's voice and engagement with diverse audiences to grow awareness and reach. Identify national, regional, and global events and platforms for PBA's opportunities to present and encourage our Associates to be keynote speakers, panellists and participants where appropriate.

Communications Lead – deliverables

In alignment with the intended responsibilities and tasks, the Communications Lead would initiate the development of the Communications Strategy that outlines the priority activities, communications channels (social media, online platforms, specific events, internal ways of working) and investments needed to deliver the desired improvements (internally and externally).

Terms & Conditions

For 2024, a total of 12 days has been allocated over a period of 6 months for the Communications Lead (roughly 2 days per month). The Communications Lead is offered GBP£400 per day for 12 days. The position is offered as a consultancy; therefore, the position holder shall be responsible for their tax and other legal liabilities depending on the country in which they reside. It is hoped that funds will be secured for the continuation of the position with the above-mentioned responsibilities and tasks.

Reporting

The Communications Lead will report to the PBA Lead: Operations. The Communications Lead will use their discretion and judgement on when to consult with ST members or others in taking any decisions. The Lead can allocate their time as suits their other commitments, but it is important that they are responsive to requests for intervention in a timely way – so it does require a certain level of flexibility.

Skills and requirements

- Ability and proven experience in developing a communications strategy, that is responsive to the needs of individuals with diverse communications preferences and abilities.
- Relevant experience in internal and external communications role, working with colleagues in multiple locations and across time zones.
- Proven ability to build effective relationships with a wide range of internal audiences and external stakeholders.
- Familiarity and ability to review analytics, data and tech trends to ensure the best and most contemporary platforms for communications are utilised.
- Track record in self-managing their portfolio – working independently as well as collegially. Excellent time management skills and commitment to devoting the time that is required.
- Result oriented and ability to develop indicators to track efforts through various channels.

Desirable capabilities

- Excellent English written and oral communication skills, including the ability to write clearly and succinctly (PBA's current core operating language).
- Strong cross-cultural experience and know-how.
- Successful completion of a PBT and/or Advanced Skills.

Application timeline

Interested applicants should send their resume and a cover letter indicating their rationale for considering the role and how they are fit-for-purpose for the said position. All applications need to be sent to info@partnershipbrokers.org by end of day on Friday 3rd May 2024.

Shortlisted candidates will be notified by 15 May 2024 and invited for an on-line interview. The PBA ST will make the final decision by 24th May so the Communications Lead can come on board and commence the responsibilities by 1st June 2024.