

## Job description – Communications Manager

**Location:** Canary Wharf, London. Due to Covid-19 all staff are currently working remotely until a return to the office is possible.  
**Duration:** Fixed term to provide maternity cover (13 to 14 months)  
**Hours:** 35 per week  
**Start date:** July 2021

**Reports to:** Head of Communications

**Job purpose:** We are looking for an experienced communications all-rounder to join the IFRS Foundation on a fixed term basis to provide maternity cover. Working as part of the communications and external affairs team, you will be responsible for developing and implementing key parts of the organisation's overall communications strategy. You will work with both internal and external stakeholders to create high-quality, clear and engaging content and materials tailored to a range of audiences and delivered via different channels.

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### The organisation

The IFRS Foundation is a not-for-profit, public interest organisation. It was established in 2001 to develop—through its independent standard-setting body, the International Accounting Standards Board—a global set of high-quality accounting standards: IFRS Standards. IFRS Standards are required in more than 140 jurisdictions, with many thousand listed companies using them when reporting their financial results.

### The team

The communications and external affairs team is a small team responsible for the IFRS Foundation's communications strategy and for working with both internal and external stakeholders to develop and execute plans, deliver projects, and build and maintain important relationships. The team is responsible for the Foundation's website and social media channels, and for ensuring the Foundation's brand is protected and maintained.

### The role

The candidate will be expected to take on a range of different tasks and to work diligently to meet deadlines. Specific duties will vary from time to time in line with organisational needs, with responsibilities including:

- **Project comms:** take ownership of creating, leading and delivering communications strategies, plans and projects to support the communication of technical and organisational developments, collaborating with project teams, the leadership and other internal/external stakeholders as required
- **Content development:**
  - develop a range of high-quality, clear and accurate written (articles, fact sheets, press releases, social posts etc) and audio-visual (webcast/webinar materials and videos etc) communications content, tailored to different channels (web, online/print media, presentations, social channels etc)
  - collaborate with project staff and Board members to develop shorter, easy-to-understand summaries of technical documents and consultations, infographic-style materials and clear/engaging presentations—ensuring appropriate quality control and sign-off

- Media relations: develop and maintain relationships with media, maintain press list, handle incoming media requests, brief spokespeople, work with project owners and Head of Comms/Director of External Affairs to develop talking points, arrange and host interviews and take care of any follow-ups, draft and place articles
- Speeches: contribute with ideas, research and drafting of speeches and presentations, ensuring message and brand consistency
- Presentations:
  - work with colleagues to develop clear, professional and on-brand presentation materials for use at conferences, workshops, web presentations and meetings, actively seeking out new presentation tools and ways of delivering engaging presentations
  - review/edit presentations to ensure they are consistent with brand guidelines, are clear and of high quality as well as contribute to development and maintenance of a library of standard slides, making them available to all staff
- Social media: contribute to developing the organisation's social media strategy, with a focus on LinkedIn—developing plans, creating content, monitoring activity

### **The candidate**

We are looking for somebody who:

- is a communications all-rounder with significant experience in developing and delivering strategic communications plans, producing a wide range of materials (including presentations and audio-visual content) tailored to different audiences and channels
- is experienced and confident in dealing with media (national, international and trade) both reactively and proactively
- ideally has experience of working in accounting, financial/professional services or for a regulatory organisation
- is used to simplifying complex materials
- is educated to degree level or equivalent

### **Skills and attributes**

- Good standard of spoken English with the ability to listen to and interact confidently with others
- Strong English writing/grammatical skills with the ability to write clearly and succinctly for a broad international audience
- A high level of attention to detail
- Excellent presentation skills, including detailed knowledge of PowerPoint and other presentation tools, experience in developing infographics, audio-visual materials (including videos, podcasts, webcasts) and creating/maintaining templates
- Excellent organisation skills; ability to effectively plan and manage work, respond to conflicting demands on an urgent and ad-hoc basis and prioritise workload appropriately
- Creative thinker and proactive problem-solver who can demonstrate initiative and make decisions autonomously, whilst remaining alert to the need to consult and update others as appropriate
- Strong team ethic; diplomatic team-player who can establish positive relationships and work effectively and collaboratively with colleagues and stakeholders in different positions, organisations and cultures
- Positive and flexible attitude; high degree of integrity and professionalism; ability to remain composed under pressure.