

CHIEF COMMUNICATIONS OFFICER – ROLE DESCRIPTION

The Elton John AIDS Foundation is currently searching for the role of Chief Communications Officer based in London, UK. This individual will drive the delivery of a worldwide communications effort, which is critical to the success of the Foundation. Through the implementation of a strategic communications plan, you will amplify the Foundation's mission and brand to a range of audiences – the public, policymakers, donors, grantees and the broader development community. You will raise awareness of the challenges and possibilities that surround HIV programming and funding; and you will support our advocacy objectives to challenge the stigma and discrimination surrounding HIV/AIDS and work towards an AIDS free future.

You will be responsible for the management of creative and compelling communications across all owned, earned and paid for channels that represent the Elton John AIDS Foundation and be the primary driver of our leadership, voice and brand positioning.

RESPONSIBILITIES

- **Strategic Communications and Marketing Leadership:**
 - To play a critical role in setting direction and tone of ambitious organisation as part of Senior Leadership Team
 - Implement and measure a global communications strategy that aligns with the Foundation's organizational priorities, its global grant making and fundraising and advocacy strategies
 - Build and maintain strong collaborative relationships with the international media, proactively developing a wider network of key contacts.
- **Crisis Communications:**
 - Responsible for crisis communications to monitor, prepare and respond to any reputational risks.
 - Lead the internal team through timely response planning.
- **Brand Management and Market Research:**
 - Drive and amplify the influence of the Foundation's brand and its leadership, demonstrating an understanding of key audiences and the channels, platforms and content to reach them across owned, earned and paid for channels.
 - Implement bi-annual market research to understand the effectiveness of our communications and marketing strategies.
- **Strategic Fundraising and Advocacy/Policy Partnerships:**
 - Lead the development and execution of effective media strategies for events and corporate partnerships to reach and engage specific audiences and ensure that EJAF is represented accurately including for programmatic funds such as RADIAN.



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- Working closely with the Chief Philanthropy Officer to develop communications materials for our development efforts to individual and institutional donors such as Annual Reports and Cases for Support.
 - Work closely with the Director of Advocacy on public and private partnerships that share our mission to end AIDS.
- **Digital:**
 - Rigorously monitor the strategic direction, tone of voice, website content, digital communications, branding, messaging, collateral and social media, ensuring they remain clear, consistent, compelling and current.
 - Lead direct marketing efforts including acquisition, retention and conversion strategies with rigorous reporting to measure effectiveness and optimize performance.
- **Stakeholder Engagement:**
 - Maintain and develop excellent relations with a wide range of stakeholders including our Board, Patrons, Chair, and represent the Foundation's communications work at quarterly Board meetings
- **Content Development:**
 - Develop and promote compelling and consistent content through an ethical storytelling lens and leverage a range of platforms and partnerships for maximum impact.
- **Team Leadership:**
 - Manage a team of four: Senior Digital Communications Manager, Director of Communications, Content Officer and Associate Director of Communications who implement and advance the Foundation's communications plan as well as external agencies and consultants.
 - Manage internal communications plan to keep international team aware and involved in updates, priorities and progress
- **Budget Management:**
 - Manage, monitor and approve the communications team budget ensuring efficient allocation of resources.

KNOWLEDGE, SKILLS & QUALIFICATIONS

- Demonstrable strength in writing, content creation and communication skills
- A high degree of awareness of media content trends along with a good understanding of how digital channels can support campaigns, building champions, advocacy and influencing strategies
- Ability to confidently represent the Foundation when dealing with the media, excellent critical thinking and writing skills; sound media judgement
- Ability to work in an exciting environment under deadline, with demonstrated ability to juggle multiple and competing tasks and establish priorities to remain flexible, and to work collaboratively as part of a team.
- Curiosity, creativity, passion of purpose
- Outgoing personality with a can-do attitude



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- Personable team orientated member of the group
- Leader by example with a great sense of humour and purpose
- Rises to challenges, open to new ideas and methods
- Strategic and creative mindset coupled with a 'sleeves rolled up' approach

EDUCATION & EXPERIENCE

- Must have authorization to work in the UK
- A minimum of 10 years of experience in communication, brand management or creative marketing roles, with a minimum of 3 years at a Senior Leadership level
- A proven track record of developing and delivering a high impact communications strategy and measuring its impact
- Experience in driving an organisation's brand narrative and strategy to help define and articulate its vision and goals
- Experience working with American media, developing relationships with American journalists and pitching stories to American media
- Experience of working with a wide range of media from political, health and foreign affairs journalists to features and consumer media and a robust network of media and influencers across the globe
- Experience of developing communications strategies to reach campaign/advocacy goals
- Excellent team manager and seasoned senior management team member
- Experience of working in a charitable organisation is desirable
- Experience of working with very high-profile individuals a bonus

The Elton John AIDS Foundation have partnered with executive search firm Taylor Birchwood to find their new Chief Communications Officer. To apply or if you have any questions, please write to Ross Picton at ejaf@taylorbirchwood.com.

Applications should comprise a CV and covering note of no more than 300 words. Applications will close on **Friday 13th June at 23:59**. Late applications unfortunately cannot be considered. Taylor Birchwood will aim to inform all applicants of the outcome of their application by Friday 27th June.