



JOB DESCRIPTION

Job Title	Communications Director, London
Department	Office of the General Secretary (OGS)
Accountable to	General Secretary
Reports to	Assistant General Secretary
Direct reports(if any)	Communications Team Line Managers

Main Job Purpose

Strengthen the ITF's position as the voice of transport workers globally through:

- Developing, implementing and evaluating ITF communications at the direction of the General Secretary (GS) and Executive Board (EB)
- Leading the strategic development and implementation of ITF's global communications, media relations and digital communications strategies
- Managing content creation on all ITF channels with a strategic approach that engages target audiences and leads to measurable action
- Developing strategies that activate growth and strengthen ITF's campaigning and digital organising capacity
- Ensuring a high-impact internal communication
- Effectively leading and inspiring the communications team
- Managing budgets and resources

The aim of ITF communications is to enhance the organisation's position as a global voice of labour, to mobilise support for the ITF's campaigns, and to develop strategies that advance the three strategic directions agreed to at the ITF Congress in Singapore in October 2018:

- Growing and activating our membership
- Campaigning innovatively
- Influencing global and regional policy

In the role, the Communications Director will be expected to develop and deliver a communications strategy with a clear vision, key messages, objectives and priorities, as well as plans to support strategic communications planning in the organisation.

The ITF is a global organisation with 4 regional offices and the Communications Director is expected to liaise across borders to maximise communications input and output, as well as providing specialist communications support to all parts of the organisation.



PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Education level, qualifications or equivalent	Graduate level or equivalent	Relevant Masters degree; or equivalent qualification or experience
Knowledge, experience and technical skills	<p>Proven experience in communications, digital communications, and media relations with a keen interest in all the possibilities it provides</p> <p>A creative and strategic approach to telling the ITF story to a wide range of audiences, across multiple platforms and in many different circumstances</p> <p>Experience leading and developing a team; someone who can provide long-term vision and also inspire and motivate on a daily basis</p> <p>Experience developing and supporting strategic campaigns using both traditional and digital tactics</p> <p>Excellent verbal and written communication skills in English. Knowledge of another major language is a welcome asset</p> <p>Experience from trade unions, international organisations or the social movement</p>	International trade union experience
Personal attributes/skills	<p>Ability to think strategically, interpret and analyse complex issues from both qualitative and quantitative data with speed and accuracy, and communicate them effectively and credibly to different audiences</p> <p>Highly skilled at building effective working relationships with colleagues and stakeholders both inside and outside the organisation</p> <p>Ability to work effectively in a political environment, building effective relationships with affiliates and demonstrating political awareness</p> <p>Exceptional attention to detail and ability to work simultaneously on multiple priorities</p> <p>Able to motivate staff, set clear expectations around performance, identify clear measures for progress, and tackle poor performance promptly</p> <p>Ability to exercise initiative, discretion, and judgement Sound financial management and risk management skills</p>	Fluency in a second language would be an advantage



	<p>Able to challenge constructively, influence stakeholders and drive change</p> <p>Highly skilled at building effective working relationships with colleagues and stakeholders both inside and outside the organisation</p> <p>Ability to work under pressure and work effectively in a crisis</p> <p>Ability to plan and lead projects following tight deadlines</p> <p>Ability to work collaboratively and as part of a team</p> <p>High ethical standards, methodical and diligent, whilst keeping in mind the values and objectives of the organisation</p> <p>Proactively identifies opportunities and problems. Contributes ideas for solutions; and works to understand how to create positive change</p> <p>Ability to maintain resilience and a positive outlook</p> <p>Respects and values equality and diversity and has an understanding of how to support this in operational activity</p> <p>Commitment to social justice and trade union values</p>	
<p>Practical requirements e.g. hours, requirement to travel</p>	<p>Ability to undertake international travel, as required</p> <p>Ability to work flexibly, including working out of office hours, as required</p>	