

Candidate Brief

Development Communications Manager
CABI, Head Office, Wallingford, UK

July 2015

CABI BACKGROUND

CABI (www.cabi.org) is a not-for-profit development-led organization supported by a solid scientific research base and a world class publishing service. Our mission is to improve people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Our work increases food security and protects biodiversity.

We have over 500 staff based in 16 countries. We have offices in Brazil, China, Ghana, India, Kenya, Malaysia, Pakistan, Switzerland, Trinidad & Tobago, the UK and the USA.

CABI is an intergovernmental organization that can trace its origins back to 1910. Our mission and direction are influenced by government representatives from our 48 member countries who help guide the activities we undertake. These include scientific publishing, development projects and research, and microbial services. We are also leading a major new initiative, Plantwise, which aims to improve food security and the lives of the rural poor by reducing crop losses.

CABI's Knowledge Business

We produce key scientific publications for the global research community, including CAB Abstracts, the world-leading database covering agriculture and environment, and Global Health - the definitive bibliographic database for public health information. We also publish multimedia compendia, books, eBooks and full text electronic resources aiming to further science and its application to real life. Our Knowledge Business also supports our international development mission with the creation of innovative information solutions and appropriate technologies to transfer knowledge to farmers and extension workers. Behind each of our products is a team of subject specialists committed to delivering the most relevant and authoritative information to users worldwide.

Development projects and research

Our staff research and find solutions to agricultural and environmental problems. We use science, information and communication tools to help solve issues of global concern. Our work is arranged around four core themes:

- **Commodities** – we work to enable smallholder commodity farmers to compete in global markets. We diagnose and control plant pests and diseases, and help farmers get a better price for their crops. We work on crops such as coffee, cocoa, wheat, rice and cotton.
- **Invasive species** – we are helping to reduce the spread and impact of invasive weeds such as Japanese Knotweed, water hyacinth and insects such as coffee berry borer and cocoa pod borer. We also advise countries at a policy level about agriculture, trade and the environment.
- **Knowledge for development** – we work with farmers, extension workers, researchers and governments to deliver agricultural knowledge and develop communication strategies and systems.

Microbial services

We manage one of the world's largest genetic resource collections, the UK's National Collection of Fungus Cultures. We conduct microbiological identifications, provide cultures for sale, and offer preservation and consultancy services. We are also screening our collection, looking for natural products such as antibiotics, vitamins and enzymes.

Plantwise

Plantwise is a global programme, led by CABI, to increase food security and improve rural livelihoods by reducing crop losses. Sustainable networks of local plant clinics provide farmers with practical plant health advice, reinforced by the Plantwise Knowledge Bank, an online gateway to plant health information. Working in close partnership with relevant actors, Plantwise strengthens national plant health systems from within, enabling countries to provide farmers with the knowledge they need to lose less and feed more. www.plantwise.org

THE ROLE

Job title:	Development Communications Manager
Salary range:	£40k - £45k
Grade:	Hay Band 6
Reporting to:	Head of Marketing and Communications, CABI
Direct reports:	Plantwise Communications Manager
Key peer group:	Senior Communications Manager - ID
Location:	Head Office, Wallingford, UK - In order to process any applications from nationals outside of the EU and UK, we would require documentation to show the applicant is currently resident and able to work in the in the UK, or is able to relocate on own means and possesses full authorisation from the UK Border Agency (for further information please use the following link http://www.ukba.homeoffice.gov.uk/)

Purpose of the role

- To develop plans and tools and manage the dissemination of relevant, actionable plant health advice to millions of farmers around the globe
- To manage in-country development communications tasks required for CABI's Plantwise programme
- To manage development communications tasks required for other CABI projects as required and identify cross-project opportunities
- To support the preparation of new business proposals for development communications projects

Key Accountabilities

General development communications implementation

- Understand the appropriate channels for reaching a wide range of audiences around the world.
- Develop and oversee the development of in-country communications strategies that get appropriate messages out to a wide range of stakeholders around the world including: farmers, extension workers, policy makers and the private sector with the purpose of influencing behaviour e.g. use of a new agricultural approach
- Implement in-country communications plans in conjunction with CABI and external staff using appropriate channels.
- Monitor success of in-country communications approaches and feed this knowledge back into continuous improvement of our communications activities
- Develop capabilities within CABI to improve development communications skills and understanding
- Manage communications expenditure budgets for programmes/projects

Specific Plantwise development communications co-ordination accountabilities

- Provide strategic guidance, management, monitoring and coordination of in-country communications experts aimed at, for example, increasing plant clinic attendance and uptake of Plantwise information

- Develop advocacy strategies and tools for creating awareness of Plantwise and its advice amongst key stakeholders in countries around the world
- Create and manage strategies, plans, tools and channels to deliver plant health information to millions of rural farmers through mass extension campaigns. This will include developing partnerships and negotiating with media outlets/channels
- Develop capability within the Plantwise team to communicate effectively, identifying channels and partners to enable mass communications within limited budgets, and develop sustainable information mechanisms
- Conduct market research where necessary to measure the impact, awareness and understanding of Plantwise (including clinics and information materials) among key stakeholder groups

CANDIDATE PROFILE

REQUIRED

- Understanding of strategies and techniques for reaching hard to reach audiences with complex information, making it accessible to people with different languages, agricultural knowledge, literacy levels and cultures
- Understanding of channels of communications that operate in developing countries
- Leadership skills: Ability to influence and build relationships with senior internal and external programme stakeholders. Ability to get project activities prioritised within key teams across the organisation.
- Excellent communicator: Articulate, persuasive and confident; provides clear, concise verbal and written communications. Offers views and opinions to enhance discussions at all levels and can make decisions. Openly communicates in an enthusiastic and motivated manner.
- Excellent planning and time management skills
- Excellent project management skills
- Sound understanding & experience of raising brand profile
- Native English Speaker

DESIRABLE

- In-country experience in development communications, including collaboration with local partners
- Knowledge or qualifications in agriculture / bioscience
- French or Spanish language skills

Personality Characteristics

- Team player: Works effectively with a wide range of individuals, including senior directors and scientific staff to achieve CABI's aims. Brings a strong team spirit and vision to the organisation. Able to achieve goals through persuasion and diplomacy
- Results driven: Sets challenging goals for themselves and the team. Self-motivated. Looks to continuously improve processes. Highly organised but flexible to change. Actively prioritises activity and meets deadlines
- Embraces change: Has a positive outlook on new developments. Challenges status quo in order for improvement. Seeks input from others to generate best solution

Experience

- Degree in a field related to development communications
- Experience in a communications role
- Experience in International Development, donor relations and/or advocacy

NOTE

This job description is not intended to be exhaustive. It is expected that the post holder and CABI will adopt a flexible attitude and accept that the duties may have to be varied according to circumstances, in particular changing corporate requirements and individual development needs.

EQUAL OPPORTUNITIES

CABI is an equal opportunities employer and welcomes applications from candidates irrespective of age, gender, race, colour, nationality, ethnic or national origin, disability, religion, sexual orientation or marital status. No applicant will be disadvantaged by conditions which cannot be shown to be justified and selection will be based on merit.

By taking the [CABI Equal Opportunities Survey](#) you will be helping us to follow best practice recommendations that employers should monitor selection decisions to assess whether equality of opportunity is being achieved. Please follow the link to take the survey.

(If the link does not work please cut and paste the following URL into your web browser http://www.surveymonkey.com/s/CABI_Equal_Opportunities_Survey)

The information in the survey will be treated as confidential and used for statistical purposes only, forming no part of the selection process. This information will be received separately from your application.

SECONDMENT

This role may be filled on secondment from the corporate sector or from other large international development organisations. To discuss a secondment opportunity, please contact Neil MacIntosh, HR Director, at n.macintosh@cabi.org

HOW TO APPLY

To apply please send a covering letter detailing how you meet the candidate profile and a full CV quoting Job Reference 63/2015 to recruitment@cabi.org Please state where you saw this advertisement.

Please note closing date for receipt of applications is 7 August 2015