



***Action for a Fair Water Future***

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## Background

Water Witness is an innovative Edinburgh based charity which leads action, research and advocacy for a fair water future where all people can access the water needed to thrive, and are protected against floods, drought, pollution, ecosystem degradation and water conflict.

We stand with those at the sharp end of the global water crisis to shine a light on its impacts, to understand its root causes and to activate an effective response. We work with inspirational local partners to trigger social justice and system change to ensure sustainable management and equitable use of the world's most precious resource.

Over the past decade our team have been on the frontline: working to improve water security for over three million vulnerable people, driving improved policy, practice and investment, building new approaches and communities of practice, and holding duty bearers to account for improved performance on water. Our hands-on field experience is backed up by cutting-edge research and global analyses, and this provides us with a clear understanding of the action needed to deliver on the water-related Sustainable Development Goals.

Our new 2030 strategy builds on our track record as a dynamic NGO which unlocks improved water resource governance and water security for vulnerable communities. In the decade ahead we will work with our partners to focus on the following five imperatives:

1. **Accountable governance:** to implement effective and equitable water policy and law
2. **Progressive financing:** to unlock funding and financial incentives for water security
3. **Redefining corporate responsibility:** to transform private sector behaviour for shared water security
4. **Confronting climate chaos:** to prevent catastrophic water shocks and build resilience
5. **Activating people power:** to trigger political, social and economic change for water security.

We are now seeking an exceptional individual to help us build on our success as we grow, support, inspire and engage key audiences, and activate people power with impactful, evidence-based communications and campaigns.

# The Role

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Job Title:	Campaigns and Communications Officer
Place of Work:	Edinburgh, UK, with flexibility for home working
Pay:	£33,795- £35,532 (pro rata) plus 8% pension contribution
Reports to:	Director of Campaigns and Communications
Term:	Full (5 days) or part time (4 days). Initial 1 year contract - transitioning to permanent position subject to funding

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## Job Summary and Purpose

This is a new and strategically important role in a small but mighty team, reporting to the Director of Campaigns and Communications. In 2024 we will be launching a major new public engagement campaign, and are looking for a creative, proactive and experienced Campaigns and Communications Officer to join the team.

We are seeking an energetic and enthusiastic individual to help gather and create compelling content, and support the delivery of public engagement advocacy campaigns, agenda-setting press, and purpose-driven social media. The post holder will take a leading role in content creation, creating reports, case studies and social media posts and videos. They will help coordinate proactive press stories, and will be responsible for press monitoring, social media channel management and analytics. The role will also help coordinate practical communications support to our wider teams in Tanzania, Ethiopia and Malawi. The role will also lead on coordination of activities around major international conferences including UN Climate COP, Stockholm World Water Week and our own events in the UK.

The post will be based in Water Witness’s Edinburgh offices, with some flexibility for home working. The role will involve some travel within the UK, and occasional overseas travel.

We are looking for an enthusiastic individual with passion for our mission, expertise in public engagement advocacy campaigns and content creation, experience in a wide range of comms, and the ability to reach audiences with the right information, in the right way, in the right place and at the right time to help us build a movement for change.

# Key working relationships and logistical arrangements

The Campaigns and Communications Officer reports to the Director of Campaigns and Communications. The role will also work closely with International Programme Teams and the Global Investigations Lead.

## Duties and responsibilities

We are seeking an exceptional individual to help us build on our successes as we grow support, inspire and engage key audiences, and activate people power with impactful, evidence-based comms and campaigns.

### Responsibilities include:

- Helping build our brand and supporter base through dynamic and effective comms and campaigns
- Helping shape comms and campaigns strategies and leading on key elements of delivery
- Identifying stories and supporting colleagues to land targeted press coverage
- Creating compelling social media content including video; helping to grow social followers and campaign engagement rates
- Working with colleagues to identify, write, design and deliver case studies, reports, web content, press releases and other campaigns and comms content
- Leading on supporter journey, supporter comms and social media channel management
- Organising events and campaign stunts
- Working with external suppliers including designers and creative agencies
- Working with our colleagues in Malawi, Ethiopia and Tanzania to support their comms delivery, training, and sourcing stories and content
- Building relationships with key stakeholders, including supporters, celebs, journalists and overseas partners
- Other duties as needed for the successful delivery of Water Witness campaigns and communications strategic goals

## Person Specification

This role will suit a proactive, positive individual with exceptional communication expertise, an eye for engaging stories and the skills to bring them to life for key audiences.

### Experience and qualifications:

- Demonstrable experience working in a similar role, with a track record in delivering comms and /or public engagement advocacy campaigns, ideally in an international development, environment or other NGO setting
- Solid understanding of news media- both traditional and online press- and experience in identifying and landing press stories
- Demonstrable experience in social media engagement strategy and channel management, using digital and social tools to deliver measurable public engagement in campaign actions
- Experience in video editing, photo editing and other social media content creation such as infographs
- Experience of applying monitoring and evaluation, social analytics and reporting methods
- Experience of delivering written outputs tailored to specific audiences, including press releases, partner propositions, supporter mailings, funder reports, case studies and briefings
- Experience of website management systems
- Experience in event planning and management
- Good knowledge of international development and climate justice, with a commitment to social justice and decolonial approaches
- Photography and film-making skills (desirable)
- Graphic design skills (desirable)

### Skills and attributes:

- Empathetic and proactive relationship-builder, quick to establish and nurture strong working relationships with a diverse range of partners, stakeholders and audiences
- Creative and strategic thinker with a proactive, collaborative and positive approach to achieving objectives
- Well-organised, practical and able to manage competing priorities
- Committed to diversity, equality and inclusion
- Good understanding of and commitment to Water Witness' mission





## How to apply

Please provide a CV and cover letter in ONE single document. The cover letter should be no more than two pages long, and should explain why you want to work in this position, clearly setting out how your skills and experience meet the job description, person specification and desired skills and experience.

Please send this to [jobs@waterwitness.org](mailto:jobs@waterwitness.org) by the closing date.

**NOTE: APPLICATIONS WHICH DO NOT MEET THESE REQUIREMENTS WILL NOT BE CONSIDERED**

### Timeline

<b>Closing date:</b>	<b>5pm Friday 19<sup>th</sup> January 2024</b>
<b>Interviews:</b>	<b>w/c 29<sup>th</sup> January 2024</b>
<b>Expected start:</b>	<b>March 2024</b>

### Equality Statement

Equality and diversity are at the core of Water Witness' values. We are committed to equal opportunities for all, and to welcoming people from a wide diversity of backgrounds, cultures and experience. **On this occasion only those with an existing right to work and live in the UK should apply.**

### Selection Process

We will only use the information you provide to process your application. For more details on how we use your information, see our [applicants privacy notice](#). By emailing us, you are permitting us to use the information you have provided for recruitment purposes. Shortlisted candidates may be required to undertake an additional assessment prior to final interview.

### Queries

If you have any queries on any aspect of the appointment process, or need additional information, please email [jobs@waterwitness.org](mailto:jobs@waterwitness.org)