



OXFORD HR
SEARCH FOR A BETTER WORLD

DECEMBER 2021

**COMMUNICATIONS AND
CAMPAIGNS DIRECTOR**

Welcome to Water Witness

We're glad you've found us.

As you read this, the global water crisis escalates. Pollution, over-abstraction, flooding, drought, and inadequate water infrastructure are locking millions into ill-health and hardship, as well as driving ecosystem destruction, climate chaos and conflict. A shortage of water is not the root cause of these problems. It is a shortage of governance, finance, and political leadership that are to blame.

Water Witness and our trusted partners work at the frontline of the water crisis. We generate intelligence about what is really going on and why. We help affected communities to raise their voice and to speak truth to power. We innovate solutions to trigger water justice locally and system change globally. We hold the powerful to account and demand a better future. Our approach is working.

From humble beginnings we have built a dynamic organisation and community of practice which now wield considerable influence. The social accountability monitoring we piloted in 2012 has helped over 2 million people and has grown into a Pan- Africa programme, the blueprint for a world-wide support facility. Our leadership in engaging the private sector has created mechanisms which now hold the world's largest multi-nationals to account for good practice on water. At COP26, our 'Glasgow Declaration for Fair Water Footprints' was signed by 28 parties representing GDP of \$5.1 trillion, and committed

them to zero pollution, sustainable abstraction, universal access to water supply, sanitation and hygiene, restoration of nature and effective management of floods and droughts by 2030. This was a breakthrough moment for global water justice, climate resilience and achievement of the Sustainable Development Goals.

Synthesising complex evidence for diverse audiences in compelling ways has always been at the heart of what we do. As we grow, to maintain momentum, and to seize the opportunities before us, we need your help. As an exceptional communications practitioner and adept leader of campaigns you will spearhead our next wave of action, taking our impact to scale by influencing the public and decision makers to shape debate, policy, and practice around the world.

Based in Edinburgh with outposts across Africa, we strive to make Water Witness a brilliant place to work. We're people-focused, family friendly, welcoming of diversity, and above all, we are a cutting-edge organisation through which you can use your creativity to change the world. You will have the full support of the team to make this role a success. Please, join us!

Nick Hepworth,
Executive Director



What we do

We stimulate action, lead research and target advocacy to deliver our vision of a fair water future, where all people can access the water they need to thrive and are protected against floods, drought, conflict and pollution.

We stand with those at the sharp end of the world's 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 in Africa, Asia, and South America to trigger social justice and system change for the sustainable management of water. Our on-the-ground experience and ability to amplify community voices are backed up by high quality research and hard-hitting analyses. Drawing on our work and the evidence generated over the past decade, we have a understanding of what is needed over the next 10 years to unlock a fairer water future in the face of escalating demand, depletion, degradation and climate breakdown.

2030 is the target for attaining the Sustainable Development Goals - a make-or-break date for the world's development trajectory. In the decade ahead we will therefore focus our efforts and stimulate action on five imperatives for a water secure world:

- 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

Our [2030 Strategy](#) sets out what we will do and how we will work with others. It confirms our values and describes how we will resource and develop our organisation.

Now is the time to unlock the potential of water as the life force of a better world, to break the cycle of water insecurity, environmental degradation, poverty, and social and economic injustice. We invite you to join us, and to act now to sharpen, scale and strengthen our efforts for a water secure world.

The Role: Overview

Water Witness is building its visibility and influence through the Fair Water Footprints Programme which the Communications and Campaigns Director will co-lead. This programme requires global analysis and investigations with partners in South America, Africa, and Asia to report on the water impacts of consumer society through our globalised supply chains, specifically: textiles and apparel, ICT and technology metals, food, and agricultural commodities. Evidence will inform two areas of related action and impact. Firstly, a public facing campaign will escalate the political and media profile of water, generating demand for fair water footprints and responsible water stewardship by retailers, multi-nationals, banks, pension funds and policy makers. Secondly, it will inform the development of the Glasgow Declaration Delivery Programme - providing case studies, advocacy priorities and incentivising and inspiring new Signatories.

Your role will be to effectively lead all campaign and communication related elements of this work. Working closely with the Executive Director who will lead on technical components, you will shape the programme and its delivery so that it triggers action, levers maximum impact, and elevates the profile of the organisation and the issues we care about. You will also play a lead role in the evolution of the Glasgow Declaration and delivery against its commitments, guiding Signatories through your advice and expertise in communications, outreach and external influence. You will also be accountable for all aspects of the organisation's communications more broadly, through development and implementation of the

communication and content strategies needed to deliver our 2030 Strategy. You will support a diverse team of programme and practice leads, helping them to communicate with confidence, purpose, and impact, to enhance the reach and reputation of the organisation and its work. You will foster a culture of creativity, and quality, support and mentor the team, and work closely with our collaborators and partners.

You will be a seasoned communications and campaigns management professional, equally comfortable working on the ground to gather stories in multiple media formats or writing copy that will grab the attention of the world's media, as when chairing senior level strategic planning events with partners, or tracking budgets and managing external contracts. You will have an established network of influential contacts in the press and media, and a proven ability to land stories which trigger systemic change for international development, social justice, or the environment.

You will have an outstanding nose for stories, and a wide communications skill set, including in working with research and data. You will be adaptable, pro-active, and solutions oriented in your approach, particularly given the dynamism imposed on our work by the pandemic and the evolving nature of the Glasgow Declaration.

As a member of our Senior Management Team, you will work with senior staff, partners and Trustees to set our future direction, ensure delivery against our core values and will take the lead on specific new projects and assignments as they arise.



The Role: Responsibilities

Communications & Campaigns - planning, delivery, and monitoring (40%)

- In close coordination with key staff, lead the planning and effective delivery of the organisation's communications and campaigns.
- Work with our global team and partners to strategically target high-quality investigations and research, and to document, package and share compelling evidence in multiple formats/media to trigger behavioural and systemic change.
- Ensure that we tell our story effectively, and create content, both directly and with others, so that Water Witness has the resources to deliver its strategy, raise our profile and expand our supporter base.
- Develop and co-deliver a rolling communications plan – including via events, press releases, social media, case studies, blogs, briefing notes, videos, infographics, interviews, and other content – which delivers on our priorities, and ensures that we have impact and a consistent voice.
- Support the organisation to make best use of its evidence, lessons, and existing materials within its communications work.
- Handle media enquiries and build relationships with journalists to place stories and comment pieces in support of our strategic aims

Partnership & Programme Management (40%)

- Co-lead the implementation of our Fair Water Footprints Programme – of which approximately 50% is communications and campaigns related.
- Provide strategic advice and communications

support to the evolving Glasgow Declaration Delivery Programme and Signatories, for example, developing shared content, ensuring powerful and consistent messaging, and guiding/reviewing delivery against communication commitments.

- Design, convene and coordinate multi-stakeholder meetings and activities as required, including through design and delivery of training and participatory planning, analysis and events.
- Represent Water Witness externally including at high-level meetings and act as an effective spokesperson at events and in the media
- Oversee monitoring, evaluation and learning for our communications and campaigns work using appropriate metrics and analytics, ensuring that we act on lessons learned.

Organisational Development & Leadership (20%)

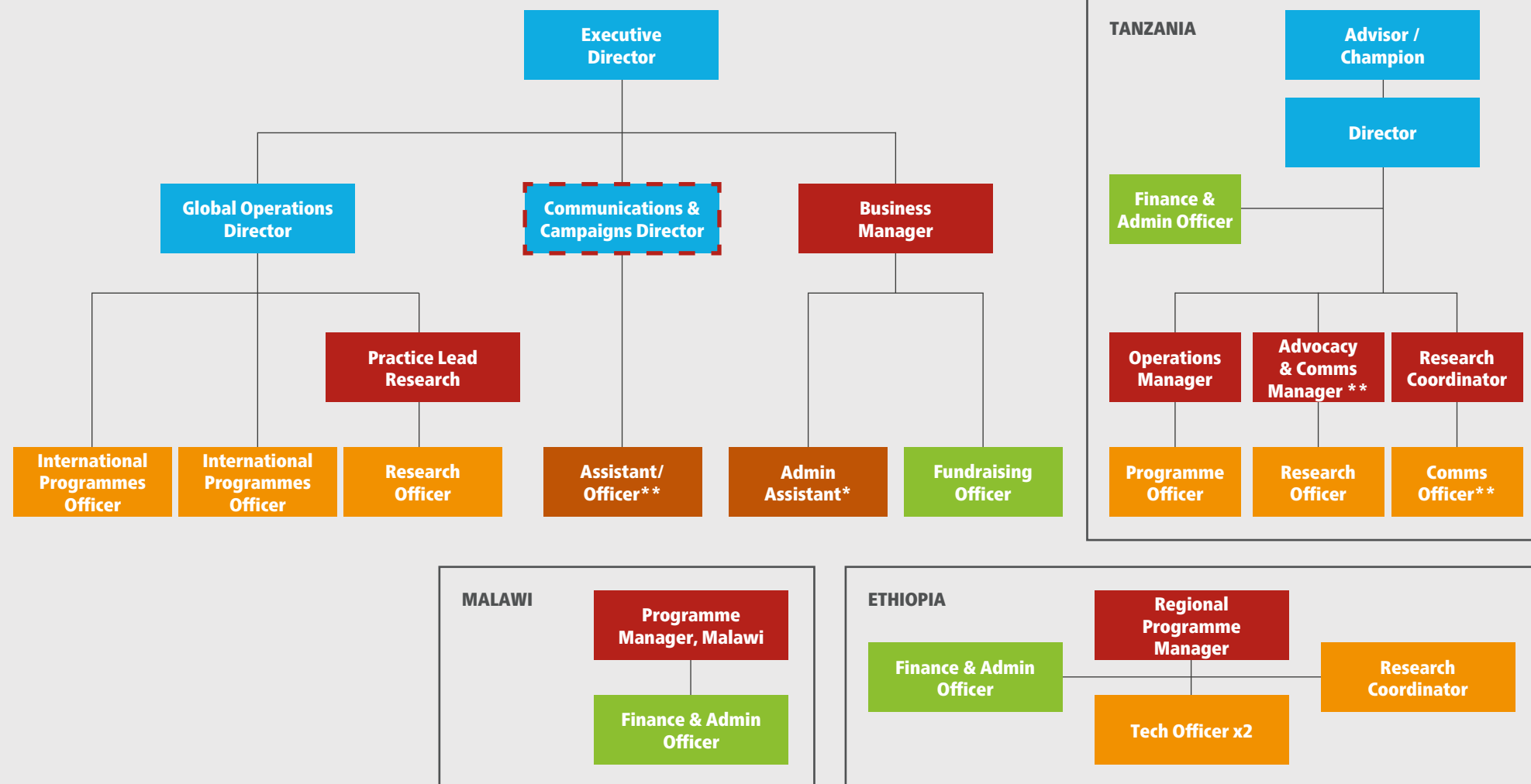
- As a member of the Senior Management Team (SMT), you will share responsibility for programmes and budgets, and for planning and delivery of overall strategy and impact.
- Lead on identifying and securing resources and capabilities needed for our communications and campaigns.
- Develop a culture of creativity and excellence in communications across the organisation and support, train and mentor staff and partners.
- Ensure compliance with contractual and statutory requirements, global best practice, and internal policy in all aspects of our communications.
- Identify and manage potential reputational risks and lead crisis management if needed.

Organogram

Key:

* = under recruitment

** = subject to funding



About you

To be successful in this role, these are the things that will matter the most:

- Influencing - you will bring excellence in using communications as part of an outreach / engagement / campaign strategy where impact is achieved through behavioural and systemic change within key audiences and networks.
- Strategy - you will have the political acumen needed to lead and oversee an evidence driven campaign strategy which will reshape the political economy around water, along with the astute judgement and experience needed to commission, produce and deploy sometimes sensitive content to that end.
- Partnership programme experience - you will have a strong track record of building, developing, managing and supporting diverse, fast-moving and high-performing partnerships and teams.
- Sector understanding - a track record in a relevant sector will be important: sustainability, climate change, ESG, or international development with either NGOs, Think Tanks, purpose-lead companies or consultancies. You will be excellent at working with, and speaking to companies, financial institutions, governments, civil society, and the media.
- Passion - above all, you will share our passion and unending drive to tackle the global water crisis, and to go the extra mile, think creatively, and to roll up your sleeves and get stuck in across a wide range of duties to unlock social justice and a better future.

Essential behavioural competencies we are looking for:

- Excellent judgement: the ability to listen to a range of voices, and bring a considered and pragmatic point of view to decision-making based on evidence and experience.
- A solutions and action-oriented approach within your team: able to prioritise and focus on results without getting distracted. Sees work through to completion with attention to detail.
- Outstanding at building positive relationships: working collaboratively, creating buy-in.

- Entrepreneurial and adaptable: able to respond flexibly to a fast-moving internal and external context, and to get new ideas off the ground.
- A coaching and mentoring approach: able to challenge in a supportive way, helping others to learn and develop.

Skills and experience you will bring:

- Track record in growing, managing and leading communications functions in a relevant setting, including the development and implementation of strategic communications plans.
- Media relations expertise and experience of developing and delivering comprehensive media strategies across a range of platforms for a range of audiences.
- Demonstrable experience of leading high-profile campaigns which have delivered real positive change.
- Excellent written and verbal communication and presenting skills, and a track record of overseeing the development and dissemination of outstanding content grounded in research. You will be a good writer and editor, and media training experience would be an advantage.
- Experience of building and maintaining relationships at all levels and partnering with other organisations to leverage impact and achieve objectives.
- Experience coordinating or working on global initiatives with diverse partners, and people from different backgrounds and cultures.
- Track record of influencing and engaging with stakeholders at a high level, leading to a change in policy, behaviour or approach.
- Ideally you will have a strong knowledge of international development, social justice, and/or environment and water issues
- An ability and willingness to work autonomously on practical tasks, as well as strategy and planning.

Salary and benefits

Salary

£55,000 - £61,000

Nature of contract

Full-time for two years shifting to permanent based on performance.

Base

Home-based until Covid-19 restrictions lift. Then at least three days a week in Water Witness's office in Edinburgh.

Travel

When it is safe to do so, the post holder may be required to undertake international missions to sometimes remote locations up to a maximum of 8 weeks each year.

Holidays

24 days holiday plus bank holidays

Pension

Employer pension contribution of 8%.

Healthcare

Annual gym membership. Healthcare cashback plan covering dental fees, eye-care, wellbeing, physio, etc.

Employee Assistance Programme

Free, confidential advice on personal and legal matters.

Our values and priorities

Our values:

- Sustainable impact by ensuring local ownership, relevance, and self-determination.
- Social justice for vulnerable people through equitable processes and a priority focus on outcomes and real change.
- Transparency and value-for-money in our own work and within international aid for both beneficiaries and donors.
- Delivery based on continual learning, rigorous evidence, verifiable claims, reflecting the highest ethical standards.
- Constructive engagement with partners and stakeholders based on respect, trust and pragmatism.
- We challenge systemic inequalities and champion diversity and inclusion.

Our priorities:

- Increasing our influence where water impacts on vulnerable people are most severe.
- Strengthening capacity and accountability where they are weakest, and the need is greatest.
- Advocating for system change to benefit large numbers of people in the long-term.
- Strong partnerships to address the global causes of water insecurity and to trigger transformation.
- Helping others to act autonomously, without creating unsustainable dependency on external support.

How to Apply

All correspondence, at this stage, should be via Oxford HR.

To apply for this post, click on the "Apply" button on the job advert page, complete our online application form, and submit your CV and cover letter in two different documents, which should be prepared before applying as they will be considered in the application process.

The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit. The documents should be saved in MS Word in the following format: Your First Name-Your Last Name-Documents-Date (mmyy) e.g., Pat-Jones-CV-122021-Water Witness.

Timeline

Closing date: 21st of Feb 2022
Interviews with Water Witness: TBC

Equality Statement

Equality and diversity are at the core

of Water Witness International's values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

Selection Process

All candidates will receive an update regarding their application after the closing date. We advise candidates to add the role email to their safe senders list and regularly check their spam folder. As part of the process of application candidates may be asked to record a short video interview conducted on secure platform.

Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please email waterwitnessinternational@oxfordhr.co.uk in the first instance

About Oxford HR

Oxford HR operates globally - mainly within the international development and charity sectors. We carry out retained executive search mandates at board and senior management levels. We also offer human resource and organisational development consultancy.

Oxford HR has many years of experience in search as well as an extensive network of international development, social sector, corporate, public sector, and academic contacts from across the world. We carry out comprehensive and often international searches designed to meet the specific needs of our client.

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