BERNARD VAN LEER FOUNDATION JOB DESCRIPTION

BASIC INFORMATION
Position: Communications & Knowledge Uptake Officer
Team: Knowledge for Policy
Reports to: Knowledge for Policy Director
Based in: Our head office in The Hague, The Netherlands
Contract: Maternity cover – mid-November until June

PURPOSE
We believe that giving all children a good start in life is both the right thing to do and the best way to build healthy, peaceful and creative societies.

We are an independent foundation working worldwide to inspire and inform large scale action to improve the health and wellbeing of babies, toddlers and the people who care for them. Our independence allows us to take risks on innovative ideas and bold leaders and make the kind of long-term, non-partisan commitment required to achieve and sustain large scale change.

We are entering a new phase where we believe the major challenge is the transition to scale. Plenty of ideas to improve the youngest children’s health, nutrition, protection and learning have proven their worth in small-scale projects – but how do we effectively reach hundreds of thousands or millions of children? To address this challenge, we work in the following ways:

• We are constantly scanning the world for innovations and good practices that can achieve large-scale change.

• We go beyond pilot projects and address the challenges of large-scale implementation.

• We identify bold leaders from diverse backgrounds and support them and their teams to take large scale action.

• We provide access to curated global knowledge and expertise, connections to an international network of peers, strategic funding and advocacy.
THE POSITION
Informing and inspiring large-scale action for babies, toddlers and the people who care for them is the heart of the Bernard van Leer Foundation (BvLF)’s strategy. In support of this:

- Our Programme team leads advocacy, develops relationships and partnerships with, and provides technical assistance and other support to policymakers and other leaders all over the world.
- Our Knowledge for Policy team leads a range of activities to support these leaders, including the development of knowledge resources, convenings, executive education, study tours, technical assistance partnerships and direct technical assistance to the Programme team.

We’re tremendously proud of the quality of our network and of the knowledge resources that we and our partners and others have developed to date. But we also know there’s more we can do to further connect and support our network, and to expand the reach and impact of our knowledge resources.

The Communications and Knowledge Uptake Officer is responsible for supporting and managing projects related to developing, supporting and communicating with our network of leaders; contributing to the production, distribution and uptake of knowledge resources; and contributing to the general smooth running of global communications.

PRINCIPAL RESPONSIBILITIES AND TASKS

Support and manage projects related to knowledge uptake and network development
- Coordinate and execute a full range of knowledge uptake-related activities, e.g. supporting the development of knowledge uptake strategies, identifying and working with distribution partners, planning and executing online and physical distribution, coordinating translation into different languages, and so on
- Support the monitoring and analysis of our network of leaders and our teams, e.g. managing the evolution and use of our CRM and analysing, synthesising and sharing insights
- Coordinate monitoring & evaluation across our activities to engage leaders (knowledge resources, convenings, executive education, study tours, technical assistance partnerships and direct technical assistance to the Programme team)
- Maintain advocacy and communications calendar, and help identify moments to engage leaders
- Write content and manage the use of our social media and website to support the distribution of our knowledge resources
Manage projects to create communications elements and resources
  • Creating communications and marketing materials for BvLF (K4P and Programme) events and other needs
  • Manage the production of knowledge resources, e.g. human interest stories across our scaling partnerships

Support global organisational communications across BvLF
  • Manage social media and website for general purposes (as well as for distribution and knowledge uptake, as noted above)
  • Ensure proper use of brand identity
  • Create and improve corporate communications materials (templates, texts, presentations, images, videos, one pagers, business cards)
  • Manage fit-for-purpose communications systems and databases (Contact Database, Photos, Documents, Team Intranet) and support team in their use

PROFESSIONAL CONTACTS
Inside the Foundation: All BvLF staff, especially Knowledge for Policy team
Outside the Foundation: Suppliers and consultants, participants to events, seminars, conferences and other relevant stakeholders in the communications network.

QUALIFICATIONS, SKILLS AND COMPETENCIES

Qualities and skills:
  • Experience with communications and digital / online media
  • Comfortable across a range of project management, administrative and creative/content-related tasks
  • Independent worker, taking initiative, accurate and efficient
  • Happy to get “stuck in” and work at pace
  • Graphic design (Photoshop, Illustrator, InDesign) and WordPress skills a plus

Languages:
  • Fluent (C1 or C2 / native or near-native) English – with particular emphasis on excellent, snappy writing for a digital environment – is required, as this is the primary language of BvLF external and external communications.
  • Dutch, Spanish or other languages frequently used in our external and internal communications and work are a plus.

Organisation-wide competencies used to assess performance in this role:
  • Teamwork: Contributing actively to a joint result or solution to a problem, even when such teamwork concerns a matter which is not of immediate personal interest.
  • Learning Ability: Absorbing new information and ideas and applying them effectively.
  • Results Orientation: Actively focused on achieving results and objectives; ready to take action in case of disappointing results
Job-specific competencies used to assess performance in this role:

- Client-orientedness: Investigate needs and wishes of the client and act accordingly. Anticipate on client’s needs. Give high priority to service and client satisfaction.
- Planning & organising: Effectively determines targets, prioritises the time required, the actions required and the resources needed to achieve certain goals.
- Creativity: Identify original solutions to function-related problems. Devise new work methods to replace existing ones.
- Written communication: Makes ideas and opinions clear in a report or document that conforms to proper design & structure; writes grammatically correct sentences and uses terminology and words appropriately for the audience

LOCATION: The Hague

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