



## Job Description and Person Specification

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive and you will be expected to undertake such duties as may be assigned to you by ActionAid from time to time. Employees are expected to be flexible in their work in order to deliver the objectives of the organisation.

<b>Job title</b>	Celebrity Coordinator (maternity cover)
<b>Contract type</b>	Fixed-term, 12 months
<b>Grade/starting salary</b>	Grade 4; £30,886-£33,066 p/a
<b>Reporting to</b>	Public Relations Manager
<b>Direct reports</b>	None

### Context

Are you passionate about making a real difference?

As part of the global ActionAid family, we are helping to build a fair and just world where everyone can claim their rights. To achieve this we work with local people in more than 45 countries to fight hunger and disease, seek justice and education for women, hold companies and governments to account and help communities cope with emergencies.

In the UK our role is to raise funds to carry out programme work internationally, to motivate and engage our supporters and the general public and to campaign for change. We are a value driven, forward thinking organisation, focused on achieving long-term change through supporting our partners to make a sustainable difference.

### Purpose of the Role

During a 12 month maternity cover contract to work with celebrities – using their reach and public standing – to help raise ActionAid's profile and facilitate their support to our fundraising and campaigning activities.

### Key tasks and responsibilities

- 1. To be responsible for and to coordinate the requirements of all ActionAid departments for celebrity involvement:**
  - a. Lead celebrity planning meetings with individual teams to identify upcoming opportunities for celebrity involvement and match activities with celebrities.
  - b. Ensure departments are able to maintain celebrity activities, giving guidance and delegating as necessary in discussion with the PR Manager.
- 2. To secure major names to be celebrity voices/ambassadors for ActionAid:**
  - a. Identify appropriate celebrities for each theme or campaign aiming for the highest possible level (within A and B-Lists) at all times.
  - b. Approach and secure celebrities.
  - c. Ensure celebrities are able to deliver on message interviews.
  - d. Agree which ActionAid staff should take on the role of prime contact for celebrities to ensure they get an appropriate level of support in line with their standing and commitment to ActionAid.

3. **To network effectively in support of the role:**
  - a. Arrange frequent meetings with celebrity agents, PRs, celebrities and appropriate journalists to build and maintain successful relationships.
4. **To manage contacts effectively, ensuring that systems are in place that maintain and nurture high profile celebrity support for ActionAid:**
  - a. Inform and update 'warm' celebrities on a regular basis to maintain interest.
  - b. Ensure there is an evolving menu of opportunities that appeals to our celebrity supporters and offers them ways to get involved.
  - c. Work closely with ActionAid teams to identify opportunities for celebrity support.
5. **To work with the PR Manager to develop ActionAid's celebrity strategy and deliver against its objectives:**
  - a. Ensure the strategy reflects ActionAid's current thinking, updating it in line with changing priorities.
  - b. Work within the strategy to identify, recruit and maintain relationships with appropriate celebrities, analysing their value to ActionAid and aiming for the best possible fit with the charity.
  - c. Agree which ActionAid staff should take on the role of prime contact for celebrity ambassadors, to ensure that they get an appropriate level of support in line with their standing and commitment to ActionAid.
6. **To organise celebrity/media trips to country programmes in order to cement relations with celebrities and to help raise ActionAid's profile:**
  - a. Secure appropriate celebrity and accompanying media
  - b. Liaise with country programme staff to identify appropriate projects to visit
  - c. Project manage from planning and budgeting to post trip PR.
  - d. To ensure celebrities are fully briefed and appropriately hosted when on ActionAid business.
  - e. Accompany, arrange transport and training (with media trainers or Policy and Campaigns) where appropriate.
7. **To target celebrity columns and feature opportunities in national media:**
  - a. Secure features and regular cover in celebrity columns.
  - b. Keep the celebrity columns folder/spreadsheet updated with names of journalists responsible for them.
8. **To be prepared to work out of hours as necessary, take on occasional weekend rota duties and travel to country programmes on some celebrity trips in support of the role (normally three times a year).**

## Person Specification

<b>Knowledge and Experience</b>	
<b><i>Essential</i></b>	<b><i>Desirable</i></b>
Proven track record of building contacts with agents, celebrities and other appropriate contacts; an understanding of developing celebrity relationships is essential	Experience of working in the not-for-profit sector (particularly international)
Proven experience of working with celebrities	Experience of acting as a spokesperson

and of working in media relations within a PR environment or as a journalist	for an organisation
A keen sense of awareness of popular and celebrity culture	Understanding of development issues and how to communicate them to a range of audiences
Proven experience of working on diverse and wide ranging strategies to communicate with mass audiences and capitalise upon celebrity involvement	
Experience of working to deadlines, under pressure and on own initiative	
Commitment to ActionAid's mission, vision and values, with a focus on Women's Rights	
<b>Skills and Abilities</b>	
Excellent networking skills and media contacts and a solid understanding of the media	
Creative, imaginative and enthusiastic approach to projects, team-working, problem-solving	
Outstanding verbal and written communications skills.	