



Communications Officer

Location: Remote (UTC+/-3)

Reports to: Communications Manager

Contract: Full time, permanent

Salary: Dependent on location

THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD

The Duke of Edinburgh's International Award (the Award) is a Non-Formal Education and Learning framework encouraging young people to find their purpose, place and passion in the world.

In more than 130 countries and territories, our globally recognised accreditation is available to all 14 to 24-year-olds, of all backgrounds, locations, cultures and abilities.

Through the programme, each young person becomes part of something special while developing their own interests, universal skills and life aspirations.

Founded in 1956, the Award highlights the value of Non-Formal Education and Learning. Today there are consistently over a million young people taking part in the Award to believe in the power of their potential, make a difference in their community and take control of their future. The result? Entire generations of innovators and changemakers who are truly world-ready.

Participant numbers

1,151,012

Award participants in 2023



supported by 169,860 adults | 98% of whom are volunteers



Operators

62

National Award Operators

465

Independent Award Centres

3

Operating Partners



256,167 Awards were gained



6 million+ hours of volunteering, physical activity, and Skills achieved in 2023

Social Impact



\$1,408 million USD (£940m) of global social value across more than 120 countries and territories.



And with a projected future global social value of **\$3,712 million USD** (£2,477m).

THE AWARD FRAMEWORK

Whilst the framework of this internationally recognised accreditation remains the same around the world, participants select self-identified areas of interest to pursue. Each young person develops their own unique Award programme that builds the character, skills and confidence needed to improve themselves and their communities.

The Award encourages them to step outside their comfort zone and develop positive habits that they will take with them for the rest of their lives.

FOUR SECTIONS (FIVE AT GOLD LEVEL)



*Gold level only

THREE LEVELS

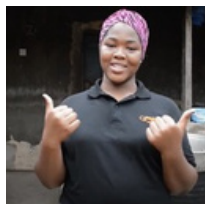


WHERE IS THE AWARD DELIVERED?

The Award is delivered via hundreds of thousands of youth-focused partners and operators in a wide range of locations, from schools and custodial institutions to Scout groups, and refugee camps.

Although the Award's framework remains the same wherever it is delivered, every Award is itself unique and no two Awards are the same.

The Award is currently licensed in 130+ countries and territories. Find out more below.



WATCH: Mental and Physical Health, Trinidad and Tobago

WATCH: Blind Boys' Academy, India



Explore the 130+ countries and territories of the Award [here](#)



WATCH: The Award in Zambia: Plan, Do and Review



READ: Special Projects, Nepal

THE FOUNDATION

The Duke of Edinburgh's International Award Foundation is the international charity that drives and encourages the Award's growth, access and impact across the globe. Working in partnership with organisations and governing bodies, we oversee the licensing of Award operators – including schools, youth groups, employers and custodial institutions – in more than 130 countries and territories. With our guidance, operators deliver the globally-recognised Award, which provides opportunities for 14 to 24-year-olds of all backgrounds, locations, cultures and abilities, to develop their interests, skills and life aspirations.

Our long-term aim is that every eligible young person aged 14 – 24 will have the opportunity to participate in the Award.

We aim to increase the Award's global access, reach and impact through:

- raising and granting funds to scale up operations and increase diversity, equity and inclusion
- campaigning to raise the profile of non-formal education and learning
- broadening our network of volunteers, operators and digital systems
- ensuring participation is affordable for all

When it comes to creating empowered citizens who will go on to solve some of society's biggest problems, we must acknowledge that many of life's greatest lessons happen beyond the classroom. The Award gives young people the chance to discover exactly that.



OUR KEY AREAS OF WORK

BEYOND LICENSING AND ACCREDITATION

Whilst one of our primary roles is to license the Award around the world, the Foundation is so much more than a franchiser. We work with our Operators Partners to drive global change in a number of key strategic areas.



FUNDING

We provide grants to operators in our global Award family to scale up their operations and/or carry out projects that enable even more young people to take part in the Award.



TRAINING

We provide licensees with advice and support, in the form of ongoing account management, training sessions, online training materials, and access to a global peer-to-peer discussion forum.



ADVOCACY

We partner with key organisations to increase global awareness of the value of Non-Formal Education and Learning and to improve the lives of young people.



GLOBAL PARTNERSHIPS

We actively work to build partnerships with organisations to deliver the Award around the world. Corporate Partnerships form an integral part of this portfolio.



RESEARCH

We conduct ongoing research into the Award around the world using multiple initiatives, such as satisfaction surveys, outcomes evaluation and work with external experts on projects, like our award-winning Global Social Value research.

OUR IMPACT

The value and impact of the Award extends far beyond the intrinsic benefits enjoyed by the young people.

We believe the Award framework can be a blueprint for investing in human capital, specifically strengthening resilience, improving global prosperity and helping the world's most vulnerable.

The Award does this through working in partnership with young people and their communities, encouraging them in finding their own development solutions.

Participation in the Award also directly enables young people to contribute to a number of the United Nation's Sustainable Development Goals (SDGs), including Quality Education and Decent Work and Economic Growth.

Our established impact measurement initiatives, developed alongside academic institutions and partners, have revealed that the Award has a direct, positive impact (both financial and non-financial) on the people and communities it touches. In 2022, the Award had a Global Social Value of £762 million.

The impact of the Award:



Global Social Value of
£762M



Improved employability and
earning potential



Improved physical health
and fitness



Improved mental health and
emotional wellbeing



Increased engagement with
charitable and community
causes



Improved environmental
impact



Increased social cohesion



Reduced offending



AS A RESULT OF DOING THE AWARD...



79%
felt inspired



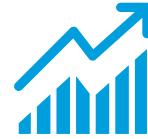
76%
are more
confident



81%
are more
determined



84%
are more
resilient



85%
now see challenges as
opportunities to develop

BUILDING POSITIVE HABITS



83%
improved their
fitness



92%
now plan to
participate in
regular physical
activity



77%
now plan to
volunteer regularly



77%
now plan to
participate in
regular skill
development

BROADENING HORIZONS



96%
tried something
new



82%
see the
importance of
contributing to
their community



86%
improved
their teamwork
skills



80%
are better at
seeing other
people's point
of view



81%
feel more
comfortable in
new and unusual
situations

PARTICIPANTS SAY...

"Not only does it make me feel proud, but it also helps me figure out what I do well at, and why. So that I can carry on doing it and use it to shape my future" **Award participant, India**

"The Award got me involved in areas outside my natural areas of interest, allowing me to grow and develop through skills and experiences I would not have chosen if I had not done the Award." **Award participant, Canada**

Role Summary

Job Title: Communications Officer
Location: Remote (UTC+/-3)
Reports To: Communications Manager

Summary of Role

We are looking for an experienced Communications Officer, with a strategic mindset and passion for crafting compelling campaigns and content which inspires action to join our team and play a pivotal role in shaping and sharing the story of the Award's international impact.

In this role, you'll bring to life the experiences of young people undertaking the Award, showcasing its global influence and the transformative power of non-formal education and learning. You'll design and execute creative campaigns, produce dynamic multimedia content, and develop narratives that connect to wider themes across society.

You'll work closely with teams across the Foundation as well as our international network of Operators, equipping them with the tools and confidence to maximise their communications efforts. Whether crafting engaging social media content, producing impactful video stories, or coordinating high-profile marketing initiatives, your work will drive awareness, engagement, and participation in the Award.

Key Responsibilities

- **Content creation and storytelling:** develop a diverse range of multimedia content including video, visual templates and assets, marketing materials, infographics, and written case studies that highlight the Award's impact and align with broader strategic objectives.
- **Creative campaign development:** plan and execute innovative communications campaigns that resonate with global audiences, ensuring messages are compelling and strategically aligned with the Award's mission.
- **Digital and social media management:** lead the day-to-day management of our digital platforms (website, social media channels), optimising content for engagement and reach while analysing performance data to refine strategies.
- **Capacity building and support:** empower Operators by collaborating with them to champion communications best practices and deliver effective storytelling.
- **Brand and messaging coordination:** maintain a cohesive brand voice and visual identity across all communications channels, ensuring consistency and impact.
- **Internal coordination:** work alongside Fundraising, Events, and Operations teams to develop materials that support their objectives while reinforcing the overarching narrative of the Award.
- **Strategic planning:** developing campaigns and messaging that are backed up by a clear Theory of Change, and underpinned with a communications calendar, internal coordination and forward-planning.

| CRITERIA | ESSENTIAL | HOW IDENTIFIED |
|-----------------------------|--|---------------------------|
| Experience | <p>Experience working across dispersed/remote teams, ideally with international stakeholders or networks</p> <p>A proven track record of developing & running successful digital campaigns (both organic and paid), including engagement strategies and performance analysis.</p> <p>Familiarity with using scheduling and analytics tools (eg, Meta Business Suite, Hootsuite, Brandwatch, Google Analytics)</p> <p>Basic graphic design and video editing skills (eg Canva, Insta, Adobe, etc.) for quick-turnaround content</p> | Application and interview |
| Skills and Abilities | <p>Strong copywriting skills with the ability to tailor messages for different audiences and platforms.</p> <p>Cultural intelligence and experience of meaningfully representing diverse stories and perspectives through communications</p> <p>Able to communicate both verbally and in writing in English within a business context</p> <p>Understanding of how to deliver training and capacity-building to upskill staff and partners</p> | Interview |
| Personal Attributes | <p>Proactive, results-oriented, and able to work independently as well as part of a team</p> <p>Ability to work creatively and collaboratively with external stakeholders, internal team members, and freelance designers and video editors.</p> <p>Pro-active, highly organised self-starter, with a meticulous eye for detail, strong project management skills and the ability to balance multiple priorities</p> <p>Flexible, with a positive attitude and willingness to contribute to broader team activities.</p> | Interview |



General Information

35 hours per week or 70 hours every two weeks (Monday to Friday) worked flexibly and will include some travel, evenings and weekends.

Employment basis will be determined on location of successful of candidate.

Overtime is not payable, though hours worked over and above standard contract can be taken in lieu of payment (in line with policy). You will be required to complete a DBS check.

Must be available for occasional out of hours events work and overseas travel.

The Foundation operates a flexible and hybrid working arrangement enabling staff to work where they are most effective. Further details available on request.

Benefits: some are applicable after probation period and are dependent on location. More information will be made available after interview.

(Must be able to travel overseas in November)