

**Job Title: Communications Manager**

**Location:** Hybrid UK based with travel to London Office once a month.

**Reports to:** Head of Fundraising

**Salary: £40,000**

**Who we are:**

Chance for Childhood believes that no child should have to fight for a safe, happy childhood.

We exist to ensure that every child in Africa can thrive from their early years through to adulthood. Together with partners, supporters, children, and their communities, we protect, educate and create lasting change for every child threatened by violence, neglect and conflict.

We work in five African countries (Ghana, the DRC, Rwanda, Kenya and Uganda) and we are carving out a niche as experts in **inclusive education** and **safe spaces** for children facing multiple complex vulnerabilities.

In 2022, we launched the #OverExposed campaign to advocate for ethical imagery and storytelling in the fundraising and marketing materials of international development charities.

**What your role is:**

As the Communications Manager, you will play a key role in shaping and delivering the charity's communications strategy to raise awareness, increase engagement, and grow support for our vital work. You will manage all external communications across multiple platforms, including social media, website, email marketing, and events, ensuring a consistent and compelling brand voice. You will manage a Communications Officer based in Africa and work closely with the Individual Giving Manager and Challenge Events Officer to drive impactful campaigns. Additionally, you will play an essential role in promoting and protecting the charity's brand.

**Duties:**

**1. Social Media and Content Creation:**

- Plan, write, and schedule content for all social media platforms (Twitter, Facebook, Instagram, LinkedIn), ensuring timely and engaging posts.

- Manage and monitor social media engagement, responding to comments and messages.
  - Develop and implement a strategy for growing social media followers and increasing engagement.
  - Create high-quality multimedia content (stories, infographics, videos) to support campaigns and events.
- 2. Website and Email Marketing:**
- Oversee and manage content updates on the charity's website, ensuring it is up-to-date, user-friendly, and SEO optimised.
  - Write compelling blog posts, news stories, and case studies for the website.
  - Work with the individual giving Manager to develop and manage email marketing campaigns, including newsletters, donor updates, and appeals, to drive engagement and donations.
  - Use analytics tools to track and report on the performance of email and web campaigns, optimising content for better results.
- 3. Campaigns and Events:**
- Collaborate with the Individual Giving Manager and Challenge Events Officer to develop and execute communications strategies for fundraising campaigns and events.
  - Support the promotion of Challenge Events through creative content and social media.
  - Create campaign materials and event collateral, ensuring alignment with the charity's brand.
- 4. Brand Management:**
- Ensure all communications align with the charity's brand guidelines and tone of voice.
  - Act as a brand guardian, ensuring consistency across all marketing channels and materials.
  - Work with external designers, photographers, and agencies as needed to produce high-quality branded materials.
- 5. Team Collaboration:**
- Support the Head of Fundraising to grow the communications team and potential to line manage the Communications Officer based in Africa, providing guidance, support, and feedback to ensure local communications efforts align with the broader strategy.
  - Work closely with the Head of Fundraising to develop the charity's overall fundraising and communications strategy.
  - Collaborate with other teams across the organisation to support cross-functional projects and activities.

## 6. **Monitoring and Evaluation:**

- Regularly track and analyse communications and marketing metrics across all platforms, adjusting strategies based on performance.
- Provide reports on social media, website, and campaign performance to senior leadership.

## **Person Specification:**

- Committed to the values of Chance for Childhood, including **ethical storytelling** and **shifting power to local communities**
- Motivated by working towards a wide range of positive outcomes for children in vulnerable situations, including facilitating access to **physiotherapy and rehabilitation** for children with disabilities, **educational opportunities** for displaced and conflict-affected children, and developing **sustainable livelihoods** for families in poverty
- Proven experience in a communications role, ideally in the charity or non-profit sector.
- Strong copywriting skills with the ability to create engaging content across multiple platforms.
- Experience managing social media platforms, scheduling content, and growing engagement.
- Knowledge of website content management systems (WordPress) and SEO principles.
- Experience with email marketing platforms (e.g., Mailchimp)
- Excellent organisational skills, with the ability to manage multiple projects and deadlines.
- Experience working on brand management and promotional campaigns.
- Strong interpersonal skills, with the ability to work collaboratively and manage a remote team member.

## **Desirable:**

- Experience working with international teams and understanding of cross-cultural communication.
- Basic design skills (e.g., Canva,) for content creation.
- Knowledge of Google Analytics and social media management tools (e.g.Buffer).

## **What We Offer:**

- Competitive salary based on experience.
- Flexible working arrangements.
- Opportunities for professional development and international travel.

- Being part of a passionate and committed team working to make a difference for vulnerable children.

### **How to Apply:**

Please submit your CV and a cover letter outlining your experience and suitability for the role to [apply@chanceforchildhood.org](mailto:apply@chanceforchildhood.org)

To apply, please send the following documents:

1. Your CV
2. A letter of no longer than 2-pages illustrating how your skills and experience make you the right person for the role
3. A completed Equal Opportunities Monitoring Form

### **Timeline**

Deadline for applications: **Monday 2<sup>nd</sup> December**

1. First stage: Online 45-minute interviews held 5<sup>th</sup> & 6<sup>th</sup> December  
Interviewees will also be asked to provide an example of a comms campaign they have written they are proud of
2. Second stage: In-person interviews held in London 9<sup>th</sup> December
3. Appointment made by Wednesday 11<sup>th</sup> December

We can be flexible with the above schedule if necessary; it is provided as an indication of our planned timeline.

Chance for Childhood is committed to creating an inclusive working environment, promoting and providing equal opportunities in employment.

We particularly welcome applications from people with disabilities, Black, Asian or Minority Ethnic (BAME) backgrounds, LGBT+ and from different socio-economic and educational backgrounds, as these are underrepresented at Chance for Childhood.

Candidates must have the right to work in the UK. A Police criminal record check will be required for this post, as part of Chance for Childhood's commitment to child protection, as outlined in our Safeguarding and PSEA Policy, which all staff are required to sign and adhere to.

Chance for Childhood is committed to safeguarding everyone we encounter. We have a zero tolerance policy towards any abuse, neglect, and exploitation of all people. Everyone that works with us is required to share and uphold this commitment through signing and complying with our Global Safeguarding Policy and Code of Conduct. We will conduct the most appropriate pre-employment checks are undertaken to ensure high standards are maintained, including a police check or equivalent and references.