Communications Manager

Role Description

Health. Inclusion. Innovation.

Job Level	*Manager*
Location	*Hybrid or Remote*
Hours	*Full-time (35 hours)*
Type of Contract	*Permanent*
Salary	£37,906

All candidates must have the legal rights to live and work in the UK

Background

Lepra is dedicated to addressing leprosy and lymphatic filariasis (LF) and their consequences through direct support, advocacy, and the promotion of inclusive communities. We work in Bangladesh and in India, through our sister organisation, LEPRA Society. We work in partnership with people affected by leprosy and LF to improve detection, ensure access to treatment and care, and promote inclusion and wellbeing. We are in the middle of our Global Strategy for 2024-30, which will guide us in our efforts to accelerate progress towards global targets for leprosy and LF, and towards our vision of a world free from leprosy and LF.

Job Context

Lepra's is halfway through the delivery of its 6-year strategy, taking the organisation through to 2030. The communications strategy to 2030 focusses on four key areas: awareness raising, supporter engagement, communications for advocacy and authentic storytelling. The strategy also includes development of joint initiatives with our sister organisation Lepra Society in India, and collaboration between the two communications teams.

As the digital world develops and changes, we also need to be quick to innovate and adopt new methods of communication, and our communications strategy reflects this. With increasing competition for funds, we are also looking to keep our communications with donors fresh and exciting to maximise impact in an increasing challenging environment for international development.

Job Purpose

This role will lead the communications team in delivering Lepra's communication's strategy, working with and for people affected by leprosy and LF to promote their wellbeing and inclusion. This will involve creating and promoting content for a wide range of audiences, both in the UK and globally, and working with the service delivery teams in India and Bangladesh to create authentic and compelling storytelling, for fundraising, awareness raising and to support our work in advocacy.

Working Relationships

- Reports to Director of Fundraising and Communications
- Line Manager to Social Media Lead (0.85 FTE) and Communications Lead (0.65FTE)
- Close working relationship with fundraising team and Head of Programme Management in the UK
- Close working links with Lepra Society communications and project delivery teams in India, and the Lepra project team in Bangladesh

Key Responsibilities

- Lead the communications team in delivering Lepra's communications strategy.

Awareness Raising

- Manage website content, ensuring brand consistency and working with external suppliers to manage any website improvements and SEO performance
- Promote the work of Lepra to a wide range of audiences, to increase reach, knowledge of our cause, and donations
- Collaborate with internal teams to gather stories and insights that showcase the impact of our work
- Oversee the promotion of Lepra's scientific journal Leprosy Review
- Represent Lepra at the ILEP Communication Committee and maintain relationships with funders and other organisations to ensure appropriate and effective representation of Lepra projects
- Design and implement campaigns to raise awareness of Lepra amongst the Indian and Bangladeshi diaspora community

Supporter Engagement

- Create and edit content for a wide variety of audiences and mediums including digital, print and press releases.
- Lead on the creation and delivery of four quarterly direct mail campaigns and magazines, working with a 3rd party designer
- Promote the work of Lepra to a wide range of audiences, to increase reach, knowledge of our cause and donations
- Support the fundraising team with communications plans and materials for campaigns and events

Communications for Advocacy

- Working with the teams in India and Bangladesh, as well as the Head of Programme Management in the UK to identify advocacy campaigns and needs.
- Develop communications plans for advocacy work both in India, Bangladesh and in the UK.

Authentic Storytelling

- Produce high-quality stories and case studies, liaising with international teams to ensure they are delivered in time and in the correct format.
- Work closely with our international teams to improve their skills in design and communications.
- Ensure consent is obtained at every stage of content gathering and materials are stored securely in line with GDPR legislation and Lepra's privacy policy.
- Create opportunities for people affected by leprosy and LF to tell their authentic lived stories

Person Specification

Essential

- Significant experience in a charity communications role

Desirable

- Competence in graphic design tools, particularly InDesign and Canva

Knowledge and Experience

Essential

- Experience of line management
- Demonstrable experience of copywriting, editing and developing web content
- Experience of planning and delivering campaigns across a variety of marketing channels, including direct mail, websites, online campaigns, emails, social media
- Experience of writing and implementing a multi-channel communications strategy
- Experience of print production and electronic material design processes and techniques and working with suppliers
- Experience of budget development and management
- Proven experience producing high-quality visual materials, including templates, toolkits, or brand assets
- Knowldge of web content and function analysis tools, and experience of creating reports based on extracted data
- Excellent IT skills including Mailchimp, Microsoft applications and CRM databases
- Experience of writing and sending out press releases
- Ability to turn ideas into clear, visually engaging products (infographics, reports, slide decks etc)
- Experience or knowledge of working in a person-centred way with people with lived experience of marginalisation.
- Good understanding of communication and marketing best practice and legal requirements, particularly within a charity

Desirable

- Understanding of the international aid sector
- Understanding of and interest in India and/or Bangladesh
- Willingness to undertake occasional international travel
- Experience of podcast production
- Video production/editing skills

Skills, Attitudes and Personal Qualities

- Ability to translate complex project findings and results into compelling content
- Strategic thinker with excellent organisational skills and the ability to manage multiple projects and deadlines
- Excellent interpersonal skills with the ability to build relationships, influence and communicate effectively with a range of people
- Strong and effective communication and interpersonal skills with cross cultural sensitivity
- Excellent negotiation and influencing skills
- Confident at presenting or public speaking to a variety of audiences about complex issues or new information in an accessible format.
- Strong organisational skills and keen attention to detail
- A self-starter, able to work accurately on own initiative and to tight deadlines
- Able to provide leadership, motivate and lead by example
- A keen interest in the digital environment and an ability to identify relevant innovation
- Able to communicate sensitively with colleagues, partners, NGOs, members of the public and supporters of Lepra