



Job Description: Marketing and Communications Manager

Location: Remote. The charity has a small office in Stafford, UK. The successful applicant will need to be able to travel there 3-4 times per year on average.

Reports to CEO

Salary: Pro Rata of £32,000 (depending on experience)

Contract: Part time with flexibility to work between 15-23 hours per week

About DFN

Dignity Freedom Network (DFN) is active across India. We work in large cities and in rural villages, with young children and new mums, with women who have experienced exploitation, and families facing discrimination and prejudice. We work to champion those that society sidelines, including those from low caste and tribal backgrounds.

Indian colleagues and volunteers deliver impactful education, health, protection and vocational skills programmes - the ladder needed by those we seek to help to overcome the barriers they face. In the UK we mobilise funds and raise awareness of this inspiring work.

Role Purpose

The Communications and Marketing Manager prepares our key messages and external communications. They uphold the brand. They coordinate our content to ensure all staff have access to strong stories, images and project information to help us tell the story. They prepare and oversee digital content including website, leaflets, videos and reports.

They are pivotal to our public fundraising, using imaginative approaches to bring in new supporters and deepen existing relationships and mobilise extra support from individual givers for the charity's projects, helping the most marginalised across India.

Key Responsibilities

1. Communications

The preparation of a strategy to support the business plan is critical to success in this role. Online materials and social media activity are limited/carefully curated for security reasons.

- Working with the CEO, prepare a marketing and communications strategy to help us deliver on our 3 year business plan

- In consultation with colleagues, prepare and oversee a schedule of supporter communications
- Create, edit and proofread high-quality content for a range of channels, including website copy, newsletters, social media, email campaigns, presentations and printed materials
- Manage day-to-day activity across digital platforms, ensuring content is accurate, engaging, accessible and on brand
- Manage and maintain an informative and engaging DFN website, ensuring this is optimised for fundraising and accessibility.
- Prepare and finalise video content for use on digital platforms, by supporters and donors, and in public presentations
- Monitor performance of communications (eg click through and open rates), and embed learning from this evaluation
- Produce a compelling Annual Report and other key publications (print and digital)
- Oversee and design print and digital assets including banners, brochures, newsletters and reports (note: as appropriate some activity can be contracted out).

2. Content Management

Materials from India are utilised in the UK and by our colleagues in other DFN global offices. This includes reports, video, photos, stories and programme analysis. All staff have reason to access these materials.

- Ensure materials are saved appropriately and internal systems are coherent
- Ensure appropriate access and security for sensitive content and images, ensuring we protect and give dignity to those we serve.

3. Brand Management

- Ensure all staff and volunteers maintain the DFN Voice and Style Guide (visual and written)
- Prepare and update brand materials including key messages.

4. Fundraising

This includes planning a programme of printed and digital appeals and stewardship materials for individual givers, including segmented communications. Specialist fundraising guidance is in place and other staff lead on fundraising from grantmakers.

- Develop engaging appeals and other supporter communications and campaigns
- Support impact reporting to donors with content and design

5. General Responsibilities and Expectations

DFN's work is motivated by our Christian faith. Staff meet to pray together. Volunteers will increasingly support the work to extend our staff team capacity.

- Attend prayer meeting and engage in prayerful reflection of the work
- At the direction of the CEO, attend staff events and support other DFN initiatives.

- Ensure all marketing and communications activity complies with relevant policies, brand and security guidelines, copyright, data protection and accessibility requirements
- Line manage/supervise volunteers as appropriate
- Manage effective relationships with third party service providers as appropriate (e.g. printers, designers) within agreed budgets

Person Specification

This role ideally requires someone with a broad range of skills. However, if you have many of the skills required but lack others, please still apply. Training can be provided and/or some services contracted out to third parties or provided by volunteers.

Skills & Experience

- Excellent written communication skills with the ability to create engaging, creative and compelling copy
- Experience of working with design tools and websites (a working knowledge of Drupal is an advantage)
- Experience of editing and creating AV materials
- Understanding of SEO, digital accessibility and content performance optimisation.
- Excellent organisational skills/content management
- Experience of managing public appeals
- Understanding of the charity context as well as security and dignity considerations when working with stories and images

Personal Attributes

- A demonstrable interest in and passion for the mission
- Organised and self-motivated with the ability to prioritise and meet deadlines
- Collaborative team player who shares knowledge openly and contributes to a positive team culture, including with colleagues in India and other DFN offices
- Able to work independently and take appropriate initiative

Safeguarding & Values

A commitment to safeguarding and an adherence to our charity values: at the heart of our work is the recognition that we are all created in God's image and therefore have inherent value and dignity. This is also true within our organisation – treating each other with respect and dignity.

Equal Opportunities:

In accordance with the Equality Act of 2010 and due to both the nature and context of the role there is an 'occupational requirement' for the post holder to be a Christian.

How to Apply

To apply, please submit your CV and a covering letter of no more than two A4 sides setting out how you meet the person specification. Applications will be reviewed on a rolling basis. If you have any questions or need assistance in the process please contact our office on 01785 785073 and ask for Katherine or Tina.

Other Information

Flexible working options can be discussed including start/finish times, days of work, etc. Annual leave entitlement is a pro rata share of 25 days per annum. Contributory Pension Scheme. Appointments are subject to satisfactory references and a DBS check.

Why Join

Our staff describe the team as 'caring and supportive'. They speak of the 'motivating' work 'helping to make a difference in the lives of others in areas that I can easily take for granted every day - education, freedom, employment and healthcare.' This role offers a great opportunity for someone who wants to work flexibly, loves every day to be different and enjoys using their broad range of skills