

Communications Lead Role Description

Location: Remote (with occasional travel for team meetings, if required)

Reporting to: Chief Executive Officer (CEO)

Time Commitment: Approximately 4-6 hours per month

About the Charity: Path to Prosper is a UK registered charity that provides professional training to vulnerable young adults in Uganda, enabling them to escape extreme poverty through gaining employable skills.

About the Role: We are seeking a passionate and strategic Head of Communications to lead our communication efforts and enhance our visibility. The role involves working closely with the CEO and collaborating with other members of the operations team to develop and implement effective communication strategies that resonate with our stakeholders, support our growth and amplify our charity's impact. This individual will have a budget to conduct campaigns and work with our partners in communications to ultimately grow our donor base.

Key Responsibilities

- **Strategic Planning:** Develop and oversee the implementation of an integrated communications strategy aligned with Path to Prosper's mission and objectives.
- **First Response:** To provide an initial response to all charity enquiries on email and all other platforms and redirect where necessary.
- **Content Creation:** Lead the creation and curation of high-quality, engaging content for various platforms, including social media, website and newsletters, in line with the charity's strategic objectives and annual operating plan.
- **Platform Management:** Maintain and update the website and accounts on social media platforms.
- **Brand Management:** Ensure consistency in messaging, visual identity, and tone across all communication channels. Responsible for managing brand guidelines and creating new ones when required.
- **Campaigns and Events:** Plan and execute communication strategies for fundraising campaigns, events, and key initiatives.
- **Stakeholder Engagement:** Liaise with internal and external stakeholders, building relationships to promote partnership opportunities and collaborative projects.
- **Monitoring:** Track communication performance, preparing regular reports to demonstrate the reach and impact of our efforts.
- **Statutory Requirements:** Creation of the charity's annual report, and any other reports needed.
- **Reporting:** Creation of charitable activity reports, and fundraising events done by, and on behalf of the charity.

Skills and Qualifications

- **Experience:** Demonstrated experience in communications, PR, or a similar field, ideally within the non-profit sector.

- **Creativity:** A creative thinker who can produce innovative campaigns and content.
- **Excellent Writing and Editing:** Exceptional communication skills with a keen eye for detail.
- **Digital Literate:** Proficiency in using social media platforms, CMS tools, and marketing software.
- **Adaptability:** Ability to adjust strategies based on the evolving needs of the charity and its audience.

Benefits of the Role

- Opportunity to make a significant impact by raising awareness for a meaningful cause.
- Expenses paid trip to Uganda post satisfactory completion of probationary period.
- Experience leading communications at a strategic level, enhancing your CV.
- Networking with like-minded professionals and key stakeholders in the charity sector.
- Flexible working arrangements and the chance to contribute your expertise from anywhere.