



Communications Manager

- Location:** Hybrid (London) or Remote (UTC +3)
- Reports to:** Director of External Affairs and Communications
- Direct reports:** Communications Officer
- Contract:** Full time
- Salary:** £43,000

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 120 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.

Millions have been impacted by the Award, experiencing first-hand that not all learning happens in the classroom.

Operating for almost

70 YEARS

Operating in

**120+ COUNTRIES
AND TERRITORIES**



MILLIONS

of Award alumni globally



**1 MILLION
PARTICIPANTS**

**A UNIQUE
INTERNATIONAL
ACCREDITATION**



Supported by over
162,500
VOLUNTEERS



OUR AMBITION:

One day, every eligible young
person will have the opportunity
TO PARTICIPATE



Almost **5 MILLION HOURS** devoted to volunteering by participants who completed their Award in 2022

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

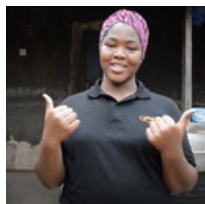


WHERE IS THE AWARD DELIVERED?

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 120 + countries and territories. Find out more below.



WATCH: Mental and Physical Health, Trinidad and Tobago

WATCH: Blind Boys' Academy, India



Explore the 120+ 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 120 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 Manager
Location London (Hybrid) or Remote (UTC +3)
Reports To: Director of External Affairs and Communications

Summary of Role

The Communications Manager leads the development of our brand and public-facing messaging to engage our audiences in the global impact of the Award. You will articulate our story through a wide range of content, helping build our voice as global advocates on the value of non-formal education and learning.

You will lead the delivery the Foundation's communications activity, including content, channel strategy, and building communications and marketing capacity among our global family of Duke of Edinburgh's Award operators.

This includes ownership and strategic development of the Foundation's public communications channels (website, social media) and strategic support for platforms managed by other teams.

You will partner with teams across the Foundation to advise and support delivery of marketing assets and strategies to support Award operators across the world, including leading the Communications Working Group and developing and delivering marketing capacity-building training to colleagues around the world.

The role oversees our organisational communications calendar and provides the lead communications and marketing support on events activity, acting as the key conduit between the Communications and Events teams and ensuring that all online and offline events receive the communications support and collateral they require, in line with agreed budget and resources.

The role works closely with National Award Operators and the Royal Communications team on royal visits attended by the Award's patron and Chair, His Royal Highness The Duke of Edinburgh, including media and social media plans.

You will have sound understanding of reputation management and be confident in briefing the wider Foundation staff team, as well as the global Association, on communications queries and activities.

Key Responsibilities

- Lead the development of public-facing messaging and content to engage our audiences in the global impact of the Award and our advocacy on non-formal education and learning, working closely with our Research and Global Advocacy teams to build our story.
- Lead the development and management of the Foundation's digital channels, including strategic planning, managing and tracking analytics and reporting against KPIs, delegating to the Communications Officer on content where required.

- Oversee content development, working alongside the Communications Officer to develop a regular stream of content for digital channels and the wider Association (where appropriate). This includes support for case study development.
- Oversee event communications support, working with the Events and Fundraising teams to ensuring all activity is engaging, on-message and branded appropriately, reporting into the Director of External Affairs and Communications on resourcing requirements and considerations.
- Manage the development and delivery of marketing campaigns, working closely with our global network of award operators to ensure campaigns resonate with young people and decision-makers in their country and ultimately support operators to significantly increase participation.
- Lead on securing occasional external press coverage that develops the profile of the Foundation as a leading advocate for non-formal education and learning.
- Protect the Award's brand and reputation by working with the Director of External Affairs and Communications to manage responses on the Foundation's social channels, and advise and ensure staff, Award operators and global partners on appropriate and effective responses for their own channels, where needed.
- Lead ongoing activity to ensure effective processes to manage consent and data around case studies, photos, videos and other content. Ensure that all members of the Communications team and wider Foundation understand this and take an active role and responsibility in it.
- Support Foundation staff in ensuring they feel comfortable with the Award brand and messaging and are using it effectively and consistently.
- Deputise for the Director of External Affairs and Communications, providing senior communications support for the Foundation and wider Association as appropriate.
- Available for occasional out of hours events work and overseas travel.
- Undertake any other duties as may reasonably be required for the successful delivery of the Foundation's business objectives.
- Available for occasional out of hours events work and overseas travel.
- This role line-manages a Communications Officer.

Please see person specification overleaf

PERSON SPECIFICATION

CRITERIA	ESSENTIAL	HOW IDENTIFIED
Experience	<p>Experience of developing and managing a brand, including effective messaging and consistent look, feel and tone/</p> <p>Experience of content development and how different forms of content can be successfully used to engage a variety of audiences in different ways.</p> <p>Extensive experience of managing social media and communication platforms and proficiency in digital communication, including digital marketing.</p> <p>Experience in working with others to build their capacity, confidence and skills to deliver effective communications.</p> <p>Experience in media relations, including building relationships and managing media inquiries.</p> <p>Experience of working across teams and with colleagues to coordinate communications activity and successfully improve the effectiveness of communications for different audiences.</p> <p>Experience working in the charity sector, ideally with an international or youth focus.</p>	Application and interview
Skills and Abilities	<p>Exceptional writing and editing skills with the ability to craft persuasive narratives.</p> <p>Excellent organisational skills, including the ability to manage multiple deadlines and projects simultaneously.</p> <p>Strong interpersonal skills with the ability to build relationships with colleagues and funder contacts</p> <p>High attention to detail, with the ability to present complex information clearly and concisely.</p> <p>Experienced user of Microsoft Office applications, Canva and/ or other creative software.</p> <p>Cultural intelligence.</p>	Interview

<p>Personal Attributes</p>	<p>Proactive, results-oriented, and able to work independently as well as part of a team.</p> <p>Ability to work accurately and effectively under pressure of strict deadlines, prioritising and manager workload, and exercise excellent judgment and decision making.</p> <p>Flexible, with a positive attitude and willingness to contribute to broader team activities.</p>	<p>Application and Interview</p>
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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 willing and able to occasionally travel internationally.

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.