



## Job Description: Communications Manager

Job title	Communications Manager
Reporting to	Co-CEO + Impact and Engagement Lead
Work location	Global 50/50, Cambridge, UK - hybrid working with at least 2 days per week in the Cambridge office
Duration	Fixed-term (12 months)
Working hours	Full time - 37.5 hours per week
Salary	£35,000–£40,000
Closing Date	Monday 23 <sup>rd</sup> March 2026

### About Global 50/50:

Global 50/50 (G5050) provides rigorous data and insight in the pursuit of gender equality within global health and across sectors, systems and frameworks. Established in 2017, G5050 operates as an independent, evidence-driven think-tank with charitable status registered in the UK. Our ethos revolves around the principles of human rights, particularly in relation to gender equality, and we are resolute in our commitment to effecting meaningful change.

At G5050, we embrace an authoritative, analytical approach, underpinned by a genuine concern for social justice and equity. Our work transcends borders, drawing upon a wealth of data-led insights to inform policy, shape discourse, and drive tangible progress. As a trusted source of information and analysis, we serve as both catalyst and convener, fostering collaboration among diverse stakeholders to effect change.

By leveraging partnerships, engaging stakeholders, and amplifying marginalised voices, we aim to make enduring contributions to the global pursuit of gender parity and social justice.

## Context

G5050 is seeking a Communications Manager to play a central role in delivering high-impact communications that amplify our research, advocacy, impact and partnerships. This role sits at the heart of the organisation's external engagement, translating complex evidence into compelling narratives and ensuring G5050 reaches and influences key global audiences.

Working closely with external communications suppliers, the postholder will lead day-to-day communications delivery, coordinate campaigns, support convenings and events and ensure consistency, quality and impact across digital channels, media engagement and organisational messaging.

## Role Summary

The Communications Manager will be responsible for planning, coordinating and delivering G5050's communications activities across digital, media and stakeholder-facing channels. They will contribute to communications and advocacy strategy, manage content, campaigns and events, oversee digital performance, and support media and external engagement all in consultation with our Comms and PR providers.

This role requires a confident communications professional who can work autonomously, manage multiple priorities, and collaborate closely with colleagues, partners and external providers.

## Key Responsibilities

### Communications & Campaign Delivery

- Lead the implementation of G5050's communications strategy across owned, earned and paid channels.
- Plan and deliver communications campaigns around flagship reports, thematic publications, partnerships and key moments.
- Translate research findings and policy messages into accessible, engaging content for diverse audiences.
- Co-ordinate inputs from across the organisation to ensure consistent, timely and high-quality outputs.

## Digital & Content Management

- Design and commission content including blogs, video, endorsements and campaign materials.
- Manage the new G5050 website (WordPress), ensuring content is accurate, engaging and SEO-optimised.
- Oversee email campaigns, including segmentation and performance tracking.
- Community and content management of new digital resource and convening platform being launched by Global 50/50.

## Event Coordination

- Contribute to the coordination and the planning and delivery of G5050-led events, including report launches, webinars, panel discussions and stakeholder briefings (online and in-person).
- Manage event timelines, logistics and communications, including invitations, registrations, speaker coordination, briefing materials and follow-up communications.
- Work with internal colleagues and external partners to ensure events align with G5050's strategic priorities and advocacy goals.
- Support the promotion of events through digital channels and external platforms to maximise reach and engagement.
- Contribute to post-event evaluation and learning, capturing insights to inform future events and communications.

## Media & External Engagement

- Support media engagement including drafting press materials, pitching stories, and maintaining media lists.
- Act as a point of contact for media enquiries, escalating strategically as needed.
- Identify opportunities to increase G5050's visibility through external platforms, events and partnerships.

## Performance, Impact & Learning

- Monitor and report on communications performance across digital channels, website traffic and engagement.
- Contribute to impact tracking by linking communications outputs to organisational objectives.
- Use insights and data to refine messaging, formats and channel use.

## Collaboration & Organisational Support

- Collaborate with research, advocacy and leadership colleagues on content development and dissemination.
- Manage relationships with freelancers, designers or digital consultants as required.

## Person Specification

### Essential Experience

- 3–5 years' experience in a communications role, ideally within the charity, research, policy or social justice sector.
- Proven experience delivering communications campaigns across digital channels.
- Strong writing and editing skills, with experience adapting messages for different audiences.
- Experience managing websites and content management systems.
- Experience with social media management tools and analytics.
- Confidence working independently and managing competing priorities.

### Desirable Experience

- Experience in the areas of gender equality, international development, global health or law and justice
- Experience in advocacy campaigns.
- Experience supporting media engagement or press work.
- Experience managing consultants, freelancers or junior staff on a project basis.

### Skills & Attributes

- Excellent organisational and planning skills.
- Strong judgement and attention to detail.
- Collaborative, proactive and solutions-focused.
- Ability to translate technical or data-heavy content into engaging narratives.
- Commitment to gender equality, social justice and G5050's values.

## All Staff are required to:

- Demonstrate commitment to GH5050's organisational values, including exercising high ethical standards with attention to teamwork, collaboration and integrity.
- Ensure that they have read and understood all mandatory policies and procedures.
- Uphold the Equality, Diversity & Inclusion and Anti-Harassment and Bullying Policies, ensuring effective implementation in all aspects of their work for the charity.
- Act always within the charity rules, policies, procedures, and any other statutory requirements.
- Be proactive, bring ideas, suggestions and contribute to the improvement and development of the charity.
- Undertake training as required.
- Attend staff and team meetings as required.
- Observe health and safety procedures in the workplace to ensure personal safety and to safeguard the interests and safety of colleagues and visitors.
- Establish, foster and maintain close working relationships with other functions, to allow swift resolution of issues and sharing of knowledge.
- Undertake other duties and responsibilities as appropriate since all staff are expected to work flexibly within their skill level to respond to changing priorities.

## Our generous staff benefits include:

- 28 days annual leave (pro rata for p/t), plus bank holidays. In addition, we provide 3-day closure over the Christmas and New Year period and your birthday day off (if it falls on a working day).
- Flexible working arrangements
- 5% employer pension contribution
- Employee Assistance Programme (EAP) via Health Assured
- Professional Development and Training

## How to apply and further details

To find out more about this role please contact [recruitment@global5050.org](mailto:recruitment@global5050.org)