

Job Title	Senior Communications Manager
Reports to	Co-Founder and CEO
Contract	Employee, Permanent
Key Relationships	Senior Leadership Team, Programmes Teams, Videographers, Freelancers
Location	Remote within the UK – including occasional travel for meetings
Summary To manages the organisation's daily digital presence, content creation, and platform strategy to perform comprehensive audience research, campaign planning, and strategic brand positioning with buffer tracking, influencer collaborations, and impact storytelling templates.	
Principal Duties 1. Strategy Development & Audience Research • Audience Mapping: Identify and map key target audiences, high-value influencers, sector collaborators, and partnership opportunities. • Content Segmentation: Build tailored content strategies for distinct audience personas, including donors, supporters, corporate partners, and influencers. • Content Frameworks: Establish core content pillars that balance planned, high-impact campaigns with agile, real-time community engagement. • Storytelling Optimisation: Review, refine, and streamline the workflow for capturing, producing, and distributing sensitive family and impact stories, across websites, publications, fundraising materials, media, and social channels. • Champion and evolve organisational safeguarding, consent, representation, and dignity guidelines for ethical content collection. Produce and oversee compelling written stories and case studies for digital and print audiences, identifying opportunities to maximise their impact • Lead the organisation's storytelling approach, ensuring all content is ethically captured, appropriately documented, and aligned with organisational values and humanitarian principles. 2. Social Media Management & Optimization	

- **Channel Management:** Oversee daily operations, publishing, and community engagement for Instagram, TikTok, LinkedIn, and Facebook and explore the consistent use of new platforms such as upscrolled
- **Content Calendar:** Maintain and socialize a centralized master content calendar via Buffer to ensure cross-departmental visibility and alignment.
- **Brand Consistency:** Audit and optimise all social profiles to ensure consistent branding, tone of voice, and maximum organic discoverability.
- **Act as a brand ambassador,** maintaining a consistent brand identity, voice, and messaging across all channels, platforms, campaigns, and stakeholder communications.
- **Growth Strategies:** Implement organic growth frameworks and native platform best practices to scale community size and interaction rates.

3. Website Management:

- **Content:** Own the creation, publishing, and maintenance of optimized, up-to-date website content
- **Non Social Media Assets:** Produce diverse, non-social media assets including web stories, case studies, campaign collateral, fundraising text, and event/print materials.

4. Team Management & Coordination

- **Team coordination:** working closely with and brief international teams including videographers and photographers in Gaza to capture content and provide high quality footage that allows for the documentation of our work and storytelling of the beneficiaries of our programmes.
- **Freelancers:** working closely with, and managing, external contractors (including video editors and content creators) to create high quality, impactful, footage that documents the work being done in a cost-effective way
- **Safeguarding & Data Compliance:** ensuring at all times the team is working in a GDPR and data compliant way. Ensuring at all times that all footage / imagery captured of any programme beneficiary keeps safeguarding and the wellbeing of the child/ren front and centre of all of the work we are doing.

- **Cost Efficiency:** ensuring at all times that the team is managed in a constructive, productive and cost-effective way to maximise donor income received from individuals and third parties using the materials produced by the team.
- **Crisis Support:** working with core and senior team members to ensure all and any crisis situations online are managed efficiently, sensitively and lawfully.

5. Execution, Campaigning & Revenue Alignment

- **Campaign Delivery:** Design and execute digital campaigns that align directly with organizational fundraising targets and advocacy objectives.
- **Influencer Partnerships:** Lead community initiatives, including influencer outreach, cross-brand collaborations, Q&As, and digital events.

6. General

- Any other task commensurate with the role profile or as required by the line manager.

Person Specification

Qualifications

- **Preferred but not essential - Degree:** Bachelor's degree in Communications, Marketing, Public Relations, or a related discipline (or commensurate experience)
- **Certifications:** Professional certifications in Digital Marketing, Social Media Strategy, or Analytics (e.g., Google Analytics, Meta Certified Professional) are highly desirable.

Preferred Experience

- **Professional Level:** Minimum of 2–5 years of professional experience in a dedicated social media or digital communications role preferably within the charity sector, operating at a mid-to-senior specialist level.
- **Platform Management:** Proven track record of independently managing and growing professional brand accounts across Instagram, TikTok, LinkedIn, and Facebook.

- **Content Scheduling:** Extensive experience building, planning, and maintaining complex corporate content calendars using Buffer or similar enterprise social media management tools.
- **Campaign Execution:** Demonstrated experience designing and delivering digital campaigns that directly support organizational objectives or fundraising targets.
- **Stakeholder Reporting:** Experience compiling performance data into structured, actionable weekly or monthly analytics reports for senior management.
- **Storytelling:** Background in sourcing, capturing, and transforming sensitive, real-life impact or customer/family stories into engaging digital content

Knowledge & Skills

- **Strategic Thinking:** Ability to perform audience research, build content pillars, and segment messaging for different target groups.
- **Influencer Outreach:** Skilled in identifying, onboarding, and collaborating with influencers, partners, and community creators.
- **Data & Attribution:** Strong knowledge of digital tracking methodologies, including UTM tagging and Google Analytics, to link social activity to conversions or donations.
- **Communication:** Exceptional copy-writing and editing skills, with the ability to maintain a consistent brand voice across multiple platforms.
- **Organic Growth:** Deep understanding of platform algorithms, SEO optimization for social media, and organic community engagement tactics
- **Design Tools:** Confident in the use of design tools such as canva

Special Circumstances

- Commitment to CNN's values, mission and goals – supporting the children of Gaza and their families

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