JOB DESCRIPTION

SENIOR COMMUNICATIONS MANAGER

ROLE TITLE	**Senior Communications Manager**
ROLE PURPOSE	To lead on ECC's communications and marketing functions
REPORTS TO	Executive Director
STARTING SALARY	£24,285 for 0.6 FTE (equivalent to £40,476 at FT)
WORKING HOURS	Equivalent to 0.6 FTE, hours spread across the week to be agreed in advance
CONTRACT	12 months initially, with six-month probationary period. Annual extension subject to confirmation of funding and satisfactory performance
PENSION	In accordance with Part 1 of the Pensions Act 2008. All eligible employees are added to the auto-enrolment stakeholder pension scheme as appropriate. ECW will match your pension contributions up to 8%. Employees have the option to opt out of the scheme
LOCATION	Fully remote, WFH

ABOUT US

Every Casualty Counts (ECC) exists to support, raise awareness of, and promote the recording of casualties caused by armed violence around the world.

We are a UK-registered charity whose vision is a world in which the dignity and humanity of every person is recognised and valued. It is a world in which nobody is considered expendable 'collateral damage'. It is a world where those who wish to pursue armed conflict must first acknowledge the cost of their actions on individual human lives, not just anonymous statistics.

We convene an international network of casualty recording organisations and support its members with technical advice, capacity building support, training, advocacy and networking opportunities. We research aspects of casualty recording, including its procedures, development, legal basis, and impacts. And we campaign for greater support for casualty recording across the international community. The ultimate aim of our work is to save lives, relieve suffering, and support sustainable conflict resolution.

ECC currently has three core staff (an Executive Director, Network Director and Advocacy Director) all of whom work flexible, part-time hours from home.

ROLE DESCRIPTION

The Senior Communications Manager will ensure ECC has an appropriate and consistent brand; manage ECC's digital channels and content; help ECC's research and advocacy reach the people who need to hear it; provide communications support to the Casualty Recorders Network; help ensure ECC's communications grow its community of individual supporters; and ensure ECC's communications comply with relevant ethical, safeguarding and privacy standards.

This is a part-time role (0.6 FTE) reporting to the Executive Director and working closely with remote colleagues, network members and external consultants / volunteers where needed.

KEY RESPONSIBILITIES

As a small and committed team, all staff at ECC pitch in where needed. The following description of key responsibilities should not be seen as exhaustive.

Communications strategy and brand

- Take ownership of ECC's communications strategy and policies, under supervision of the Executive Director
- Develop, and act as guardian of, ECC's brand and public voice

Digital channels and content

- Manage ECC's website, keeping content up to date and accessible and working with external developers on improvements where needed
- Plan and produce ECC's email newsletters (public, expert), growing the subscriber list and improving engagement over time
- Run ECC's social media channels, including content planning, community management, monitoring and growth
- Work with colleagues to translate complex and sensitive material on casualty recording and international law into clear and compelling content for a variety of audiences
- Produce, edit or commission written, visual and video content such as case studies, explainers, blogs, presentations and short films
- Support production of online training materials
- Develop and maintain library of appropriate images, videos and other resources for communications requirements

Research and advocacy communications

Work with ECC's Advocacy and Executive Directors to…

- Plan and deliver communications for the launch of research reports, guidance and policy briefings, targeting the audiences most able to act on them
- Prepare materials to support presentations and public speaking
- Draft press releases, statements and opinion pieces, and maintain a media contacts list and coverage log

Amplifying the Casualty Recorders Network

Work with ECC's Network and Executive Directors to…

- Support network-facing communications, such as member updates and the promotion of resources across time zones and languages
- Help network members tell their stories in ways they are comfortable with and that reflect their own priorities
- Assess security risks before publishing any content that could identify partners, sources or families in conflict-affected settings
- Provide relevant communications training to network members

Supporter growth and fundraising communications

Work with ECC's Executive Director to…

- Ensure ECC's communications support the marketing of our individual giving schemes
- Develop communications materials that support fundraising appeals, digital campaigns and communications materials for trusts, foundations and major donors

Ethics, safeguarding and compliance

- Ensure all content treats victims and bereaved families with dignity, with clear consent processes for the use of names, images and testimony
- Ensure communications activities comply with UK GDPR, the Privacy and Electronic Communications Regulations, the Code of Fundraising Practice and Charity Commission guidance on campaigning
- Apply and help keep up to date the organisation's social media and safeguarding policies, and support colleagues in using social media appropriately
- Ensure content meets accessibility standards, including alt text, captions and plain language

Planning, measurement and reporting

- Set key performance indicators and track results across channels, using Google Analytics and other data to improve our communications
- Provide communications content and impact information for funder reports, the annual report and trustee meetings

- Contribute to ECC's planning calendar so colleagues, trustees and partners know what is coming up and when their input is needed

General

- Work effectively as part of a small remote team, using shared digital tools and agreed sign-off processes
- Bring a 'can do' attitude and undertake other reasonable duties in line with the purpose of the role, as agreed with the Executive Director

PERSON REQUIREMENTS

Experience & qualifications

- Substantial experience planning and delivering communications and marketing strategy and activities, preferably for a charity, NGO or other mission-driven organisation
- Experience producing and managing content across a website, email newsletter and social media channels as well as growing audiences

Technical skills and knowledge

- Proficiency in ECC software stack (Microsoft Office Suite, Beacon, WordPress, Canva, Google Analytics, Google / Facebook Ads, Mailchimp, Vimeo, Claude), or similar systems and ability to learn
- Strong social media management and digital marketing tools skills / experience, with ability to create compelling yet appropriate content on sensitive subject matter
- Excellent writing and editing skills, with the ability to adapt tone and style for different audiences and explain complex subjects clearly for non-specialists
- Video and audio editing skills and competence in ClipChamp, iMovie, Descript, Vimeo or equivalents.
- Graphic design and creation skills and experience using Canva or equivalents.
- Sound judgement in handling sensitive subject matter, including issues of consent, dignity and personal safety
- Good web design (WordPress) and content management skills along with solid visual design skills
- Working knowledge of data protection rules as they apply to communications and marketing (UK GDPR and PECR)

Personal attributes

- Excellent written and verbal communication skills
- Strong organisational abilities with exceptional attention to detail
- Self-motivated, entrepreneurial and able to work independently in a remote environment

- Adaptable and comfortable managing multiple priorities simultaneously
- Commitment to ECC's mission and values
- Collaborative approach, with the ability to build good working relationships with colleagues and partners you may rarely meet in person
- Willingness to occasionally adjust working hours to accommodate partners in other time zones

Desirable criteria

- Language skills relevant to CRN members (Arabic, French, Spanish)
- Experience working in human rights, peacebuilding or humanitarian affairs
- Lived experience of conflict contexts

HOW TO APPLY

To apply, please send a CV and covering letter (no more than two pages) setting out how you meet the person specification to director@everycasualty.org.

Closing date: Midnight, Sunday 20 December 2026

We recognise that preparing job applications is a time-consuming process. Interested candidates are welcome to contact us for an informal and confidential conversation about the role before applying, so we can answer any questions you may have. Please contact director@everycasualty.org.

EQUALITY, DIVERSITY AND INCLUSION

Every Casualty Counts is committed to equality, diversity and inclusion. We welcome applications from all suitably qualified people regardless of age, disability, gender identity, race, religion or belief, sex or sexual orientation, and we particularly encourage applications from people whose backgrounds are under-represented in the human rights, peace and security sector. We are happy to discuss reasonable adjustments at any stage of the process