



Senior Manager – Marketing and Communications

Application Pack

Join us in our mission to power the potential of young people

Global Fund for Children (GFC) works to build a world where all children and youth are safe, strong, and valued. We partner with innovative, locally led organisations, helping them deepen their impact and build their capacity for social change. By pairing flexible funding with targeted capacity development support, we help our partners grow stronger and more responsive to challenges on the ground.

Since 1997, we have invested more than \$44 million in over 700 organisations. Our work advances the rights of children and youth across four focus areas: education, gender equity, youth empowerment, and freedom from violence and exploitation.

You will join a multinational team of caring and committed individuals who believe in investing in bold ideas to help grassroots organisations deepen their impact and advocate for children's rights. We value courage, excellence, learning, partnership, and inclusion, as well as kindness and passion. Our partners' visions for change inspire all we do. Feedback and learning inspire us to do better, and we strive to be youth-centered.

The Role

Are you a marketing communications professional passionate about the potential of children and young people?

Global Fund for Children is looking for a Senior Manager to join our global Marketing and Communications Team in an exciting new role. Your main responsibility is to help us collectively deliver inspiring, impactful engagement that builds our brand relevance with our target audiences.

This role will work to develop integrated and cross-discipline marketing and communications plans that promote our work and reputation. You will collaborate with senior leadership and engage with key stakeholders, colleagues and partners around the world. You'll create and implement strategies that elevate our profile, grow our key audiences and ensure our messaging resonates across all platforms.

You will be the strategic lead on our digital channels and are joining at a key moment of opportunity - we are launching a new website in October. We launched a new database and a new email system this summer and overhauled our look and feel as part of our 30th-anniversary activities earlier in 2024. You will lead on a new strand of work to develop our brand narrative, tone of voice and our key messages.

You will be obsessed with the quality and performance of all our outputs and have a track record of analysing data and results, making adjustments or complete pivots to ensure we achieve our ambitious goals and objectives.

You will be the lead for our work with high-profile influencers and celebrities as we continue to build our new global programme. You will have the unique opportunity to work as part of the Funder Safeguarding Collaborative (FSC) at a time of international expansion and growing profile, as their Marketing and Communications Lead.

This role will directly line-manage one of our team based in Spain, and work closely with the rest of the Marcomms team across Southern and East Africa and in the US. You will be part of an extremely ambitious and successful Development, Marketing and Communications (DMC) team based in the UK and US. You will have regular joint projects and campaigns with our Development colleagues to deliver strategic funder communications goals that ensure we grow income and influence to continue to support hundreds of community-based organisations around the world annually.

What will you be doing?

1. Provide overall strategic leadership across all our digital channels – website, email and social media to achieve engagement and growth goals across key audiences in line with our values and GFC’s safeguarding and safer communications policies.
2. Work collaboratively with your direct report to roll out digital plans to deliver our agreed strategy.
3. Lead the team on data, insight, and analysis of content across all channels to inform spending, resource and to deliver against objectives.
4. Working across the team, lead on editorial content decisions, engaging with key stakeholders, to deliver on strategic goals and KPIs.
5. Lead our new and growing Global Ambassador programme ensuring our current ambassadors are effectively stewarded and strong, positive relationships fostered.
6. Identify and build our pipeline of potential Global Ambassadors to achieve long-term strategic organisational goals.
7. Lead the development of insights and understanding of our key target audiences – donors, partners (community-based organisations who we fund and partner with), and the sector/our peers.
8. Line manage the Communications Officer (based in Spain) and provide leadership to a hybrid team across multiple time zones including:
 - 8a) Providing coaching and regular feedback to direct report/s with a focus on goal setting and personal development.
 - 8b) Contributing to the development of a strong values-based team culture across different countries, areas and streams of work
 - 8c) Creating and/or facilitating space for regular training, learning, team building and development opportunities for team members
9. Work with the Senior Director on GFC’s events strategy and delivery.
10. Work with the Funder Safeguarding Collaborative (FSC) Director and team as the lead on FSC marketing and communications.
11. Work proactively with your Senior Manager colleague based in the US daily to ensure smooth and successful ‘business as usual’ for the team globally.
12. Work proactively and collaboratively with the Senior Manager in the US to prepare monthly, quarterly, and annual reports for the team, Senior Leadership and Board as required by the Senior Director of Marcomms or Vice President of Strategic Partnerships (DMC).
13. With colleagues in the Development team, work collaboratively and proactively to deliver contractual and opportunistic goals that add value and impact to our partnerships.
14. With colleagues in the Development team, and where it is appropriate, collaborate on pitches, proposals, deliverables, and reports to support income goals.

About you

Essential experience and skills

Our ideal Senior Manager in Marketing and Communications will:

- 1) Have significant proven experience working in a high-functioning, target-driven Marketing and Communications team, where you have a track record of success in meeting targets and objectives.
- 2) Have significant relevant experience in leading multiple functions within a marketing and communications setting, this can be in any setting but must include leadership of Digital as part of your experience. Could also include Brand Narrative and Copy; Celebrities and Influencers; Events or others relevant to the role.
- 3) Have significant, proven experience in setting up, leading, and executing digital strategies to achieve ambitious targets across multiple channels
- 4) Be an experienced, value-led people manager, with a passion for supporting and developing people to achieve their potential.
- 5) Have event management experience – be highly organised, target and audience-focused, and be able to juggle multiple tasks, and stakeholders simultaneously.
- 6) Have experience working with high-profile, influential supporters to lead our Global Ambassador programme – Have the ability to identify prospects, and initiate and cultivate relationships.
- 7) Be creative, strategic and curious in order to lead and deliver our ambitious plans in service of our partners and our mission.
- 8) Be bold, resilient and fail fast as we challenge the status quo and continue pioneering new ways of philanthropy.
- 9) Be confident, and proactive and be able to work with minimal supervision in a busy team.

Desirable experience and skills

- Experience working and leading in a hybrid setting across a variety of time zones.
- Experience working in a departmental leadership team.
- Experience working with a development/fundraising team to deliver financial goals or partnership deliverables.
- An understanding of the funder system in the UK, US, and/or globally.
- Working with community-based organisations for a shared goal.

What we offer you

Our team dreams big.

We work together to build a world where all children and youth are safe, strong and valued.

GFC fosters a caring work environment that promotes collaboration, respect, and professional development. We set standards of excellence and quality in our work, firmly believing that children and youth deserve the best we can offer.

We believe that every person has equal rights, and we affirm the diversity that enriches our globalized world. In line with these core values, it is our policy to actively seek diverse candidates from a variety of backgrounds who are committed to Global Fund for Children's mission.

Our values shape our vision, guide our daily decision making, and signal to the world what to expect when you encounter Global Fund for Children. We hold ourselves to these values to best serve our local partners and the children and youth they support. We attract talented people from all over the world because we believe deeply in living our values.

Salary - UK-based starting salary is £55,000.

Weekly hours – 35 hours per week.

Holidays – 30 days annual leave and 8 public holidays. The basic annual leave allowance increases to 35 days after 4 years continuous employment.

Flexible Working Location – This is a hybrid position that is based in the UK. GFC is open to applications to those who will regularly visit our London office.

Learning – GFC encourages professional development as a part of our culture and values. GFC provides regular opportunities for training, collaboration, and mentorship. Employees may access professional development funds to support continued learning.

Benefits - We strive to build a culture that embraces care and wellbeing. Our global employee benefits include:

- Private healthcare insurance plan with comprehensive medical, dental and vision coverage
- Generous paid time off (annual leave, enhanced sickness leave, wellbeing days, sabbatical leave, family friendly leave)
- Flexible work arrangements - remote/hybrid/compressed work schedules
- Pension plan contributions - employees are auto-enrolled on the GFC workplace pension scheme. 8% employer contributions with 4% employee contributions
- Employee Assistance Services
- Team Building and Social Committees

*Other benefits may apply, depending on the location of the employee

How do I apply?

In line with our values of courage, passion and inclusion, to apply for this role, please share your thoughts on the following questions along with your CV through the following link: <https://global-fund-for-children.breezy.hr/p/cd60cdd4696f>

- 1) What excites you most about this role and how is it directly connected to your skills and experience?
- 2) What do you think are the key opportunities and challenges related to our goal of making Global Fund for Children a household name with donors, partners (community-based organisations who we fund and partner with), and our peers?
- 3) What experience of safeguarding and safer communications would you bring to this role?
- 4) What do you think are the most important aspects of leading, building, and managing a team? Please give examples from your experience and approach to management and leadership.

The deadline for applications is Friday 6th September, 5pm UK Time.

First round interviews will be held on Thursday 26th and Friday 27th September in the afternoon UK Time.

We are excited to hear from you if you have any questions about the role, please get in touch on careers@globalfundforchildren.org

GFC is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all team members. We particularly encourage applicants from communities that have historically been excluded from philanthropy and from under-represented groups including candidates who are LGBTQ+, from Black, African, and Afro-descendant or indigenous communities, with a disability, impairment, learning difference or long-term condition, with caring responsibilities, from different nations and regions, and from less advantaged socioeconomic backgrounds.

Cover page credit: GFC/Brave Girls Initiative - Merida, Mexico



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