

## Communications Manager Role Description and Person Specification

Women's economic equality is one of the biggest opportunities of our time. Empowering women is the key to driving social change in low and middle income countries. Working at the Cherie Blair Foundation for Women is an opportunity to be part of that change.

We are an entrepreneurial and evolving organisation charting a new strategic direction with ambitious goals. We enable women entrepreneurs around the world to develop and grow their enterprises and overcome the barriers they face, influencing the structures and systems that limit their opportunities.

With our partners we empower women in low and middle income countries with the skills, technology, networks, mentoring and access to financial services that they need to build and expand their micro, small and growing businesses, and in doing so benefit not only themselves but also their families and communities. Over the last 10 years the Foundation has had real impact on the lives of nearly 15,000 women entrepreneurs in more than 105 countries around the world. In doing so we have developed our expertise to successfully empower women entrepreneurs. Our team is dynamic and hard-working. We utilise a range of interventions including technology to deliver cutting-edge programmes.

The Communications Manager role is a fantastic opportunity for a highly motivated individual to join our Foundation at a pivotal point in our work. You will have the chance to create and shape a multi-channel communications strategy that will enable us to meet our strategic objectives and support the launch of an exciting new fundraising campaign.

We are looking for a hardworking, self-motivated, individual to help shape our communications and ensure we meet our organisational goals. If you are an experienced communications professional ready to take on this challenge, then we would love to hear from you.

The deadline to apply for this role is Friday 27<sup>th</sup> September. Interviews will take place on Friday 4<sup>th</sup> October. If you have not heard from us by Tuesday 1<sup>st</sup> October, please assume you have not been successful on this occasion.

<b>Job Title:</b> Communications Manager		<b>Responsible to:</b> Director of External Affairs	
<b>Location:</b> London	<b>Salary:</b> £30,000 - £35,000 PA	<b>Term:</b> 18 months fixed term	
<p><b>Team Purpose:</b> To positively influence change for women entrepreneurs around the world, through delivering a compelling programme of advocacy and communications work that raises the profile of the Foundation's work and delivers our objectives for income, influence and impact with our key stakeholders (including donors, private sector, government, civil society and the media).</p>			
<p><b>Job Purpose:</b> An exciting opportunity to lead the development and delivery of a new multi-channel communications strategy and work-plan for the Foundation, in order that we can achieve our organisational strategic and annual priorities.</p> <p>You will work proactively with colleagues in the Programmes and Partnerships (fundraising) departments to build and deliver targeted, results orientated and quality communications, including for a new fundraising campaign launching in early 2020.</p>			
<p><b><u>KEY RESPONSIBILITIES:</u></b></p> <p><b>Strategy and Planning:</b></p> <ul style="list-style-type: none"> <li>• Work closely with the Director of External Affairs (and CEO on an interim basis) in the development of an overall communications strategy and annual communications plans, including: content creation, reports, blogs, digital and social media, website updates, media/press and fundraising/donor comms.</li> <li>• Manage the evolution and delivery of the Foundation's identity and brand: working closely with the Director of External Affairs Affairs to support the management of a new messaging framework and visual identity, supporting staff to uphold guidelines to protect the Foundation's brand.</li> <li>• To oversee the development and delivery of communications in relation to the Foundation's new major fundraising appeal, which will launch in early 2020.</li> <li>• Support the wider Foundation staff team to play a critical role in delivering communications objectives, in order that they can grow their communications skills and contribute to the development of communications content.</li> <li>• Managing a budget for Communications work across the Foundation and ensure delivery of work against key goals.</li> </ul> <p><b>Media and Content Development:</b></p> <ul style="list-style-type: none"> <li>• Responsible for writing, editing and production (in-house or with external design support) of a range of communications materials, for example: annual reports, research reports, campaign materials, donor communications, leaflets, newsletters, blogs and other campaign collateral.</li> <li>• Managing the Foundation's social media channels, developing and sharing engaging content about our global programmes and sharing the stories of women entrepreneurs as case studies.</li> <li>• Managing the organisation's website, updating and uploading new content. Working with an external developer for maintenance and exploring potential website rebuild in 2020.</li> <li>• Continuing to develop the Foundation's bank of case studies and managing our photography and videos.</li> <li>• Coordinating high profile speaking engagements for the Founder and CEO, writing speeches and talking points.</li> <li>• Managing any proactive press, drafting press releases or statements.</li> <li>• Respond to requests for media interviews and statements, setting up interviews and providing briefings and talking points.</li> </ul>			

- Work closely with programmes staff to develop and deliver communications plans for our overseas programmes and our global mentoring programme, including liaising with partner organisations in programme delivery countries (eg, Mexico and Nigeria) to fulfil contractual requirements for communications for our funded programmes.
- Support the management of the Foundation's representation at high profile events or on trips, developing briefings for the Founder or CEO, arranging meetings and providing written or verbal external briefings, including for photographers and press.
- Support the management of the organisation's reputation, identify external risks to the organisation and liaise with senior staff on how to mitigate such risks.
- Manage systems (eg, Dropbox) to support the storage and use of communications assets and provide staff with guidelines to empower their use of these systems.
- Design and manage a content calendar to ensure a strong pipeline of content month to month to apply across the Foundations audiences.
- Manage supplier/contractor/consultant relationships (e.g. setting terms of reference, managing pitches, selecting vendors, managing performance) for relevant projects.

#### **Other Responsibilities**

- Recruit, train and provide inductions for new staff.
- Provide regular updates, share learning and report on activities across the organisation.
- Ensure payments and invoices for projects are processed on a timely basis.
- Keep up to date on the latest emerging trends in women's entrepreneurship.
- Work to protect and enhance the reputation of the Foundation, seeking opportunities to expand and promote awareness of the Foundation's work.
- Represent the Foundation at external meetings and events as needed.
- Ensuring all people are treated with respect, compassion, justice and trust in the course of their work, thereby promoting the Foundation's core values.
- Be familiar with and adhere to the Foundation's policies and procedures.
- Deputise for the Director of External Affairs, if required.
- Other responsibilities may be added in line with experience and programme requirements.

*This job description is not an exhaustive list of duties but is intended to reflect a range of duties the post-holder will perform. The job description will be reviewed regularly and may be changed in the light of experience and in consultation with the post-holder.*

#### **PERSON SPECIFICATION:**

##### **Essential Criteria:**

- Previous charity communications management experience, including media/press, social media, content creation, and website management.
- Demonstrable experience overseeing digital media channels and websites.
- Highly organised with good strategic thinking and planning skills.
- Project management experience, especially management of communications or fundraising campaigns, including planning, prioritisation of tasks, monitoring of progress and reporting.
- Excellent copywriting skills for a range of key audiences, including for websites, reports, communications, newsletters, blogs and social media.
- Experience working with a range of key audiences in a multi-channel communications environment, including reporting to donors, liaising with project partners, engaging beneficiaries, and building influence with key stakeholders.
- Proven experience in building effective relationships with a wide range of communications stakeholders and audiences.

- Ability to multi-task effectively and work dynamically in a changing environment, prioritising workload and team resources.
- Excellent team-working and cross-team working skills.
- Excellent written and verbal communication skills.
- High level of attention to detail, including for copy writing and presentations.
- Excellent time management and organisational skills.
- An understanding of and commitment to international development and women's rights.

#### **Desirable Criteria**

- Previous experience designing a cross organisational communications strategy.
- Solid understanding of GDPR and how this relates to communications activities.
- Experience managing budgets with a good level of financial literacy and a sound understanding of basic financial processes.
- Experience using InDesign and Photoshop.
- Knowledge and understanding of issues related to women's economic empowerment.
- Willingness to undertake travel – overseas and in the UK.
- Previous experience of working in the international development sector.

#### **Application**

Candidates who wish to apply are requested to submit the following documents:

- Covering letter addressing relevant experience for the role (two A4 pages max)
- Current CV – no more than two pages

Please send your application to: [recruitment@cherieblairfoundation.org](mailto:recruitment@cherieblairfoundation.org)

*The Foundation is an Equal Opportunity Employer and encourages candidates of all backgrounds to apply for this position. All applicants should have the right to work in UK*

#### **Job Applicant Privacy Notice**

**Data controller: The Cherie Blair Foundation for Women, PO Box 60519, London. W2 7JU**

As part of any recruitment process, the Cherie Blair Foundation for Women (the Foundation) collects and processes personal data relating to job applicants. The Foundation is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

#### **What information does the Foundation collect?**

The Foundation collects a range of information about you. This includes:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the Foundation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health and religion or belief.

The Foundation collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment.

The Foundation will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks. The Foundation will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

#### **Why does the Foundation process personal data?**

The Foundation needs to process data to assess your application during the recruitment process and prior to entering into a contract with you. It also needs to process your data to enter into a contract with you. In some cases, the Foundation needs to process data to ensure that it is complying with its legal obligations. For example, it is a legal requirement to check a successful applicant's eligibility to work in the UK before employment starts.

The Foundation has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the Foundation to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The Foundation may also need to process data from job applicants to respond/ defend against legal claims.

Where the Foundation relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The Foundation processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the Foundation processes other special categories of data, such as information about ethnic origin, sexual orientation, health or religion or belief, this is for equal opportunities monitoring purposes.

For some roles, the Foundation is obliged to seek information about criminal convictions and offences. Where the Foundation seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

The Foundation will not use your data for any purpose other than for recruitment of the job for which you have applied.

#### **Who has access to data?**

Your information will be shared internally for the purposes of the recruitment exercise. This includes members of the HR and recruitment team, interviewers involved in the recruitment process and IT staff if access to the data is necessary for the performance of their roles.

The Foundation will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The Foundation will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and, if a requirement of the role, with the Disclosure and Barring Service to obtain necessary criminal records checks.

The Foundation will not transfer your data outside the European Economic Area.

#### **How does the Foundation protect data?**

The Foundation takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

#### **For how long does the Foundation keep data?**

If your application for employment is unsuccessful, the Foundation will hold your data on file for 6 months after the end of the relevant recruitment process. At the end of that period electronic data is deleted and paper copies destroyed by secure shredding.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

#### **Your rights**

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the Foundation to change incorrect or incomplete data;
- require the Foundation to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing or you withdraw your application for employment;
- object to the processing of your data where the Foundation is relying on its legitimate interests as the legal ground for processing; and
- ask the Foundation to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the Foundation's legitimate grounds for processing data.

If you would like to exercise any of these rights, please contact [enquiries@cherieblairfoundation.org](mailto:enquiries@cherieblairfoundation.org) stating 'SUBJECT ACCESS REQUEST' or telephone the Executive Office Manager on 0207 724 3109.

If you believe that the Foundation has not complied with your data protection rights, you can complain to the Information Commissioner.

#### **What if you do not provide personal data?**

You are under no statutory or contractual obligation to provide data to the Foundation during the recruitment process. However, if you do not provide the information, the Foundation may not be able to process your application properly or at all.

#### **Automated decision-making**

Recruitment processes are not based on automated decision-making.